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6392
VOL. 23

No. 1

QP

PRINTER & PUBLISHER JANUARY, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO • MONTREAL • WINNIPEG

Two Things to Get a *RIGHT* Start on for 1914

First: Get started right on casting your own type. Be sure that the matrix equipment of the type caster you buy—variety and style of faces, library service, and reliability of the concern you deal with is beyond question.

If your work does not justify the use of a composing machine, we can tell you how and why it would pay you to cast your own type with the Monotype Type Caster in your own plant, because the Monotype type caster as a type foundry and service machine is satisfying its users all over the country.

Second: If you need a composing machine you need type none the less, and if you start 1914 with a Monotype you will have not only a Type Caster but a Composing Machine to set type in justified lines, 5 pt. to 18 pt. In the one machine, the Monotype Type Caster and Composing Machine, you get all the service—machine composition and type for the cases—that would require two machines of different makes to supply.

The Monotype system of composition and type casting is the foundation of an efficient and economical composing room service for the printer and his customer.

Our new specimen book of over 1050 faces sent on request.

Lanston Monotype Machine Co.
Philadelphia

New York
World Building

Boston
Wentworth Building

Toronto
Lumsden Building

Chicago
Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey, No. 55, Havana



“Here’s the Proof”

You can’t go wrong on cover paper *values* if you first recognize the truth about cover paper *volume*, and its relation to cover paper *quality*. BUCKEYE COVERS would not be the most *popular* of all cover papers if they had not first proven themselves the most *profitable*. They *sell* best simply because they *pay* best—because they enable the progressive printer to *give more* for the money, and at the same time to *get more* for his work than is possible when other covers are used. Write for the “proofs,” or—

“Prove it Yourself” — on BUCKEYE COVER

Looking back with satisfaction, and forward with confidence, to *the biggest year in our history*, we—*wish you the same!* May the coming twelve months bring you a “good measure, pressed down and running over,” of health, and of happiness, and of realized opportunities to print profitably on

Buckeye Covers

Single and Double Thick

“The Standard Cover Papers for Economically-Effective Business Literature”

BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, all better than any other maker has ever been able to offer at anywhere near the price, and all backed by a selling service that is doing more to popularize *Direct Advertising* than any other single agency outside of the printing trade. If you want to learn how and why we as paper makers are selling *printing*, and how you can profit by our efforts, write to-day for our book “The Principles and Practice of Direct Advertising.” It is now on the press, and will be sent free as soon as ready to those asking for it.

THE BECKETT PAPER COMPANY

**MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848**

Dealers in all Principal cities of United States, Canada and England. See list in last month’s or next month’s Printer and Publisher.

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Ltd.
MONTREAL

John Martin Paper Co., Ltd.
WINNIPEG, CALGARY and EDMONTON

The Wilson-Munroe Co., Ltd.
TORONTO

The Finest
English Coated Papers
and
**Imitation Coated
Papers**

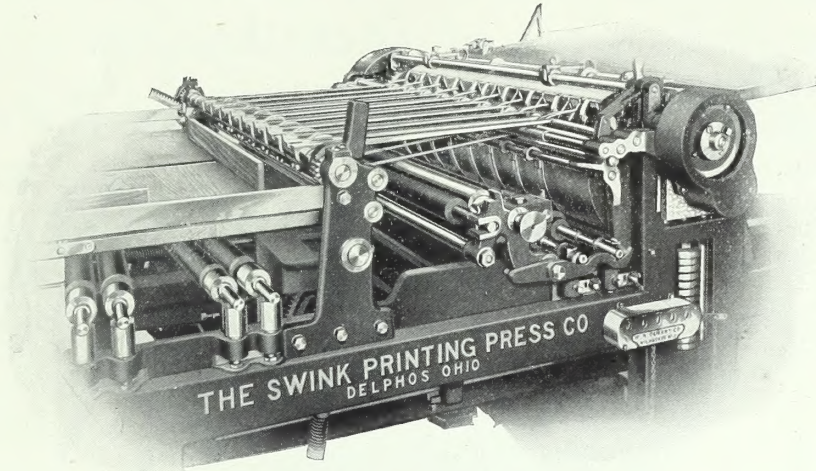
are manufactured by

Olive and Partington, Ltd.
Glossop, Manchester and
Barrow-in-Furness, Eng.

Samples can be obtained
from the
Sole Canadian Agents

Hodge-Sherriff Paper Co.

McKinnon Building, Toronto
Telephone Main 5781



The Delivery

THE SWINK delivery mechanism is the most simple, practical and efficient that has yet been devised. It is a combination device and delivers the sheets either printed side up or down, at the will of the operator. The sheet or printed side up delivery deposits the sheets into the jogger board gently, and the jogger is equipped with curved sheet stops, which ensures the dropping of the sheets into position promptly so they cannot be disturbed by the delivery carriage when returning. These stops are hinged and can all be thrown back at one time to permit the removal of the printed sheets without danger to the operator or stopping the press. In connection with the sheet delivery is a sheet guard, tapered at the sheet top edge, assuring perfect delivery on tissue paper and thin stock. For slip sheeting on extra fine work the sheets can be placed upon this guard and fed to the stops—the delivery grippers grasp both the printed sheets and the slip sheets and deposit them into the jogger in unison. *There are no tapes on the sheet delivery.*

The change from the sheet delivery to the fly or printed side down delivery can easily be made in one minute, and no tools are required for making this change. THE SWINK press is also furnished with fly delivery only, when desired, at a reduction of cost.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto

THE

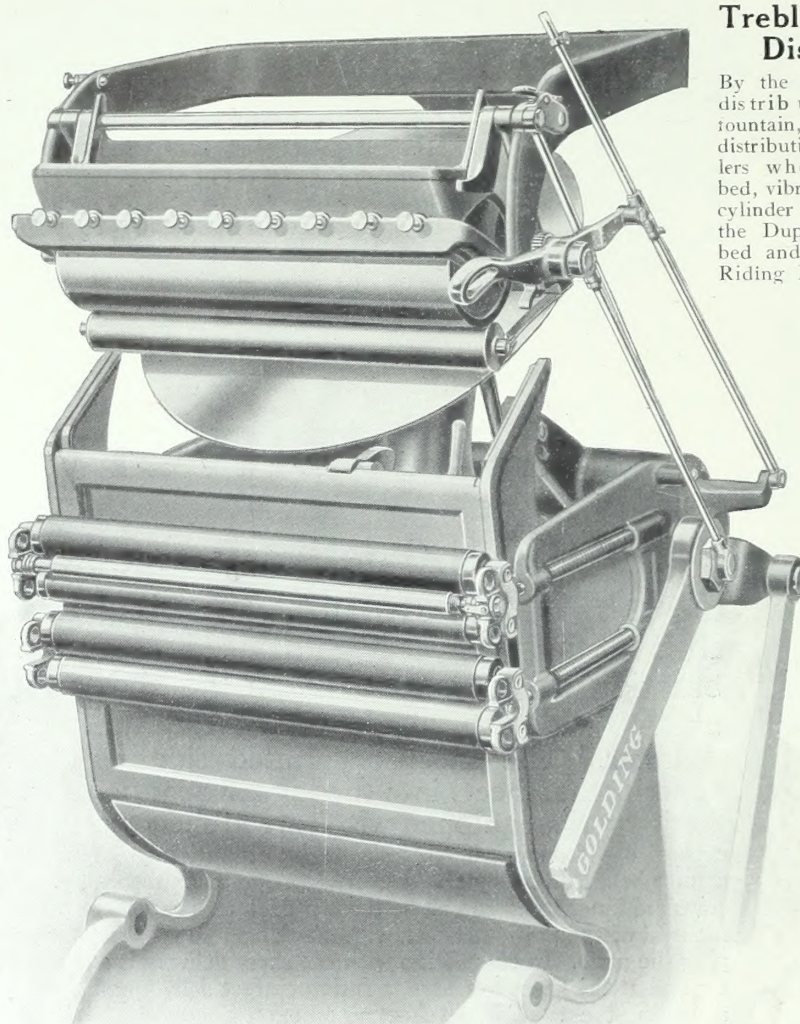
Golding Improved Art Jobber

System of Distribution

With the full length brayer Art Fountain, Duplex Distributor, Adjustable Disk and **Vibrator Rider Roller**

This illustrates the style of Vibrator Attachment furnished for the Improved 1914 Model Art Jobbers sizes 12 x 18 and 15 x 21 inches.

An attachment of different design is furnished for the regular jobbers, 10 x 15, 12 x 18 and 15 x 21 sizes.



Treble Distribution

By the large cylinder distribution from the fountain, adjustable disk distribution for the rollers when above the bed, vibrating sectional cylinder distribution by the Duplex below the bed and the Vibrating Riding Roller.

High
Mechanical
Speed,
Dwell in
Platen
Facilitating
High Average
Speed.

Quick
Makeready
Features,
Great
Impressional
Strength.

ADDITIONAL GOLDING PRODUCTS

Golding Paper Cutters, sizes 26 to 36 in. Hand Lever, Hand Wheel, Power and Auto Clamp. The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

WRITE US FOR PARTICULARS

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

SECOND PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy....	No. 586,337	J. M. Cooney and	
J. R. Rogers.....	" 619,441	H. L. Totten	No. 759,501
J. R. Rogers.....	" 630,112	R. M. Bedell.....	" 787,821
D. A. Hensley....	" 643,289	P. T. Dodge.....	" 797,412
J. R. Rogers.....	" 661,386	D. S. Kennedy....	" 797,436
C. Muehleisen....	" 718,781	D. S. Kennedy....	" 824,659
J. W. Champion...	" 719,436	M. W. Morehouse..	" 826,593
D. A. Poe and		T. S. Homans....	" 830,436
W. H. Scharf	" 734,746	T. S. Homans....	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell.....	" 848,338
P. T. Dodge	" 739,996	T. S. Homans....	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers.....	" 925,843
S. J. Briden.....	" 757,648	H. Plaut	" 955,681
W. H. Randall....	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler ..	No. 614,229
O. Mergenthaler ..	" 614,230
J. R. Rogers, Reissue	" 13,489

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

MERGENTHALER LINOTYPE CO.
Tribune Building :: :: **New York**

MADE IN CANADA

Colonial Bond

Has the finish and texture that will appeal to you. It is adaptable for Inter-Office Correspondence, Circular Letters, Factory Forms, etc. The quality is uniform. It is a good Paper at a very moderate price.

A large stock is carried at our Mills and Montreal

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COLORS

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Envelopes to match.

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Mills at St. Jerome and
Mont-Rolland

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This is the Offset
Age———

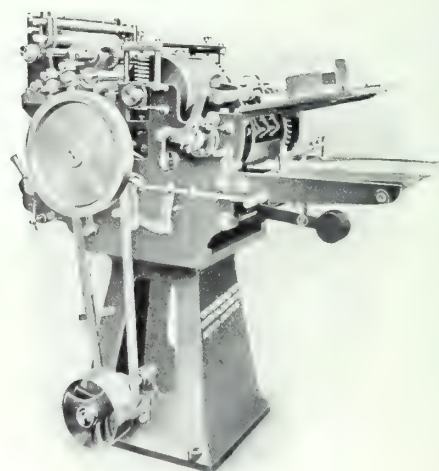
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abreast of the times by
installing the world's
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For Half-Tones—Color or Commercial Work
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25 per cent. PROFIT

WITH PRACTICALLY NO
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That is the actual profit hundreds of printers and publishers are securing on every order for engraved or embossed stationery or cards they take in.

Isn't there a large number of business men right in your own locality whom you could profitably interest in engraved or embossed stationery, business cards or announcements? Isn't there a great many private individuals who would ap-

preciate your suggestion to use engraved private cards, social, wedding or anniversary announcements?

Then why not handle this business NOW? Why not make a specialty of embossed and engraved stationery, etc., when you can do so with practically no expense or effort on your part?

Write us *today* and ask us to outline our special offer to printers and publishers.

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READ BLDG.
MONTREAL,
P. Q.

Manufacturers of
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BOOK, LITHO and LABEL
PAPERS, also DULL FINISH
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AT
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Western Representatives:

TEES & PERSSE, LTD.
WINNIPEG

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Calgary, Edmonton and Saskatoon

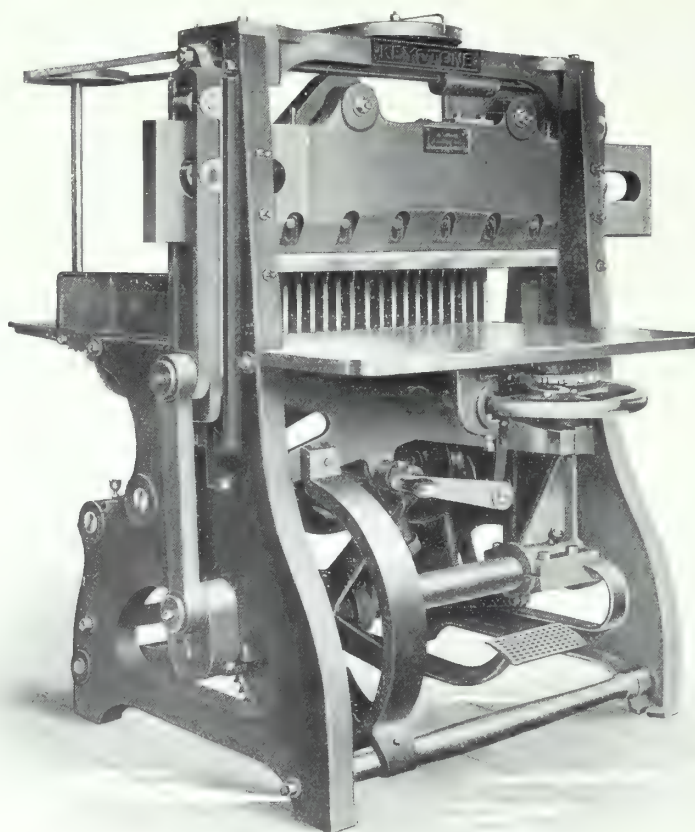
We are now carrying a complete stock of all regular sizes and weights at Montreal, Toronto, Valleyfield and Winnipeg, from which immediate shipments can always be made.

A Great Saving in Cutting

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LET US TELL YOU WHY!



First, the "Keystone" is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the "Keystone" requires less power to operate than any other cutting machine in the market.

Fourth, the "Keystone" is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the "Keystone" is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the "Keystone" will convince you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the "Keystone" in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

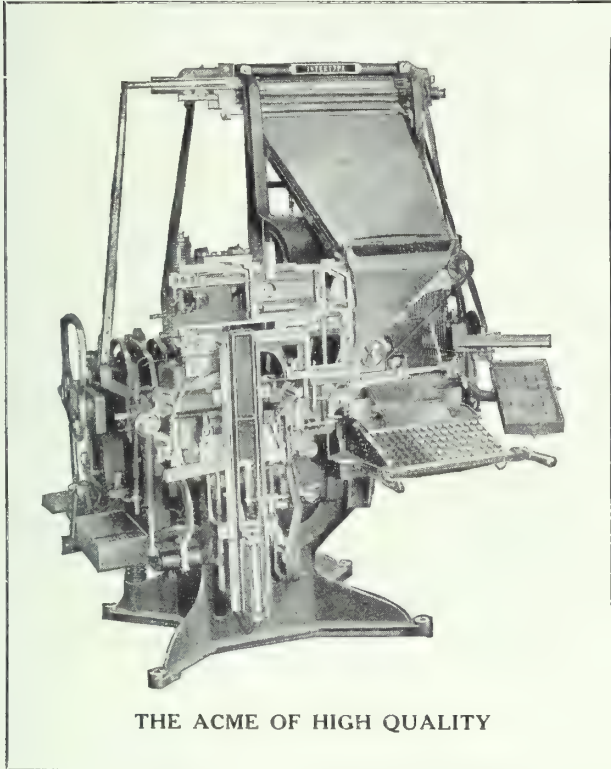
Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

Don't Make a Mistake When You Buy a Composing Machine

You will make a mistake if you let a salesman induce you to invest
in a half-size, rebuilt, over-complicated or multiple-price machine



THE ACME OF HIGH QUALITY

The inferior Linotypes now being pushed by the former monopoly were designed to sell at low prices. Each one was given certain limitations, to prevent it from interfering with the sale of their multiple-price models. They are all too far below the INTERTYPE standard of efficiency for any comparison.

BUY A "REGULAR" MACHINE

—a high quality machine, of wide range and great speed, built to produce slugs that print like new foundry type. There is just one such machine on the market—

THE INTERTYPE
\$2,150 f.o.b. New York

A Remarkable INTERTYPE Efficiency Record

was made recently by John F. O'Sullivan, a New York operator, who composed 11,024 ems of pica, brevier, and agate—making the necessary changes of magazine, liners, etc., without assistance—IN ONE HOUR. The following statement was signed by A. M. Jenkins, Supt., The New York Times; John E. Martin, Supt., The New York Press; Chas. Heale, Supt., The Federal Printing Co., New York; James Tole, Supt., The New York Globe; V. B. Sweeney, Supt., The New York Journal of Commerce; and Albert O. Jennings, Trade Linotyper:

"We, the undersigned, hereby certify that on November 17th, 1913, in Room 1006 of the World Building, New York City, an operator composed the following amount of matter, in one hour, on an Intertype Machine: 2,232 ems of 12-point, 24 ems wide; 3,402 ems of 8-point, 18 ems wide; 5,390 ems of 5½-point, 16 ems wide; and that said operator made the two necessary changes of magazine, liners, ejector, assembler, knife, and vise jaw, without assistance."

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

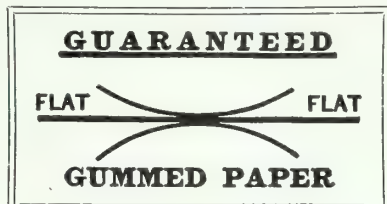
Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto and 123 Princess Street, Winnipeg

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To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States



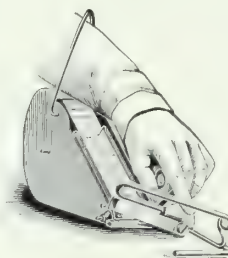
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Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.

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THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write today for interesting Booklet.

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to every
Printer and Publisher

JOHN DICKINSON & CO., LIMITED

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Ream Lots 14c.

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Brilliant Red of unusual covering
power at only 75 cents per lb.

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SAMPLE LOT?

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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtain-
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Gauge. Saves its costs quickly in
doing color or other fine register work
on the job press. Free booklet.

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IT**

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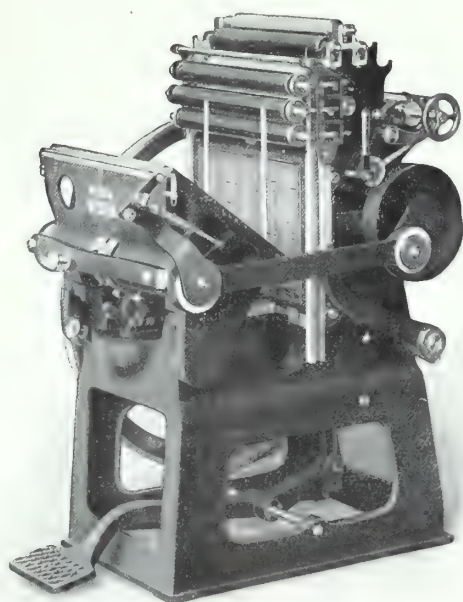
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quicker and
cheaper**

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Inexpensive
to
Buy



Cheap
to
Run

Platen with shaft right through.

Not Studs.

Parallel Impression.

Not hinge movement.

Impression regulator and throw-off.

Practicable tympan holder.

Perfect Cylindrical Inking.

Adjustable lateral movement of the Ink Drum.

Ink Duct with Spring Knife.

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Ink flow easily regulated.

Roller carriage easily put in and out of action.

Perfect Register.

Splendid impression.

Speed 2,500 imp. per hour.

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12 $\frac{1}{2}$ x 16 $\frac{1}{2}$ Platen.

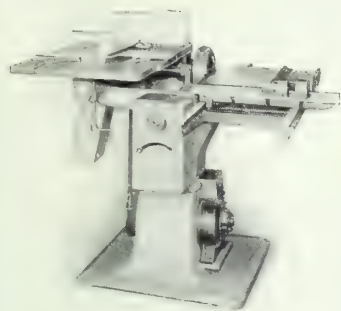
Send for fuller particulars.

The Victoria Press Mfg. Co., Ltd.

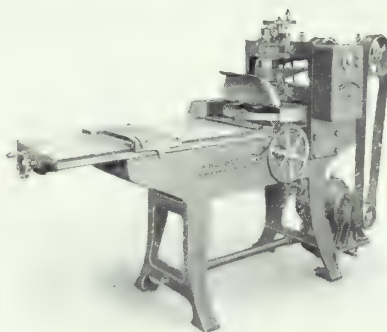
Clifton Buildings, Vandy St., London, E.C.

Sole Agents for Canada

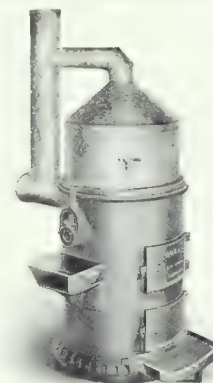
Stephenson, Blake & Co., 60 Front St. W., Toronto



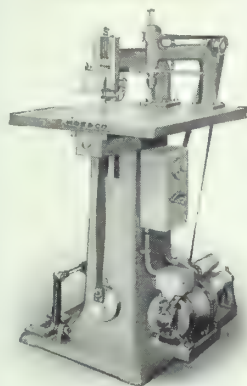
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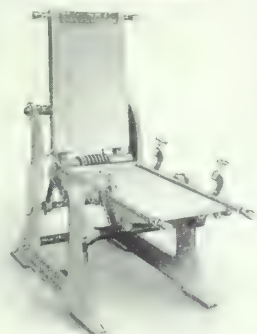
504-520 Grand St., New York, N.Y.

ALSO AT

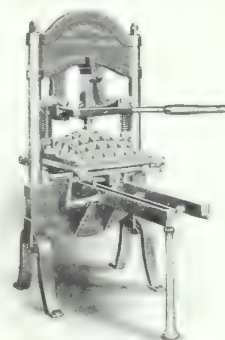
7 Water Street	-	-	Boston, Mass.
7 So. Dearborn Street	-	-	Chicago, Ill.
120 St. James Street	-	-	Montreal, Can.
Borough Road	-	-	London, S.E., Eng.



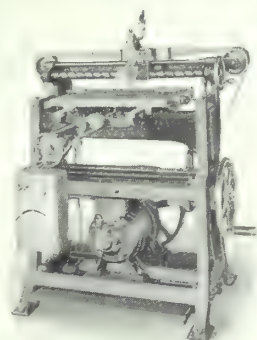
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Melts the Metal Quick-
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Cover.



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Gives a Powerful Even
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Bench Saw Table.
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The Most Powerful Shaver Made.

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I, Printer and Publisher in Canada hereby resolve to use "Beaver S" Fine Papers whenever possible—because I feel sure that they are the utmost my money can buy in Fine Papers.

Signed — A Printer
A Publisher



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BLANKS OF QUALITY AND PRINTERS' HELPS
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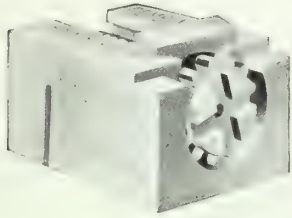
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We wish you all a Happy New Year
made all the happier by a complete equipment of

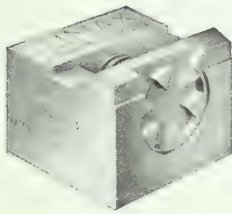
ROUSE REGISTER HOOKS



They Save

so much time
so much labor
so many accidents
so much spoilage

They mean such accurate register



They belong in your plant

if your plant wants to compete with other high-grade plants for high-grade work, on even terms.

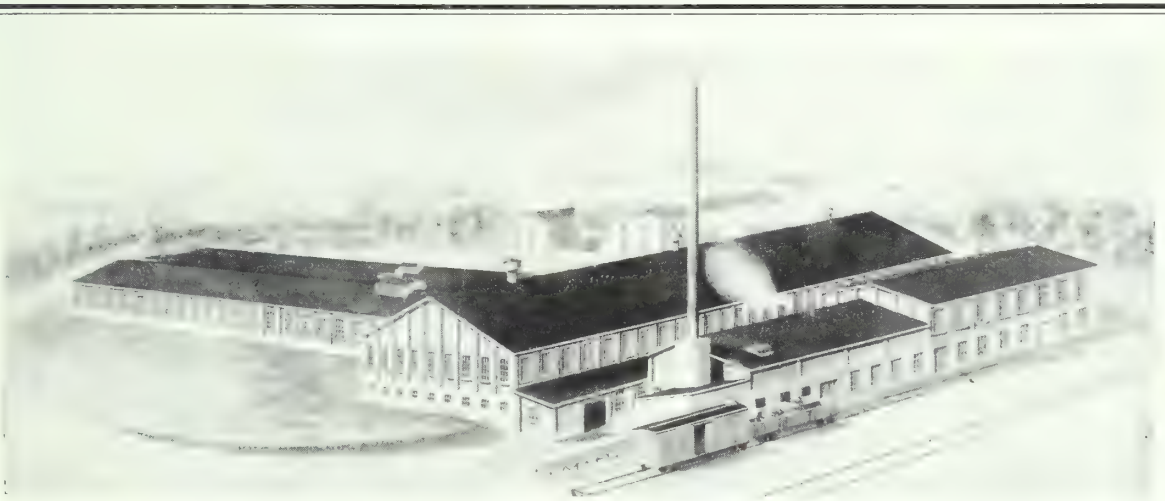
The mean a quick lock up and a *sure hold* and are flexible to all demands—especially the close work often necessary in small plates, as for instance 3 x 6 plates on a 3½ x 6½ booklet or folder.

Send for our useful book—
“Modern Methods”

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The Largest and Best Equipped Mill in Canada for
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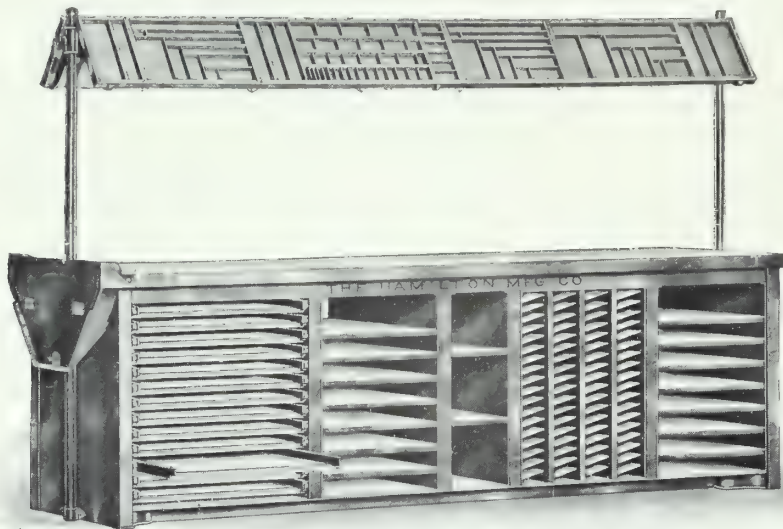
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Telephone Adelaide 1986

WHEN YOU BUY



TEN-FOOT NEWSPAPER MAKE-UP TABLE No. 405
Fitted With Iron Surface, 28x120 Inches.

The arrangement below the surface from left to right is as follows:

One section of heavy steel letter boards on rollers, eight rollers to each board. These boards operate easily when loaded to full capacity.

One section of flat steel shelves for galleys. Each shelf reinforced with steel channels.

One section of bins for dead galleys.

One section with four tiers of shelves for single-column galleys. Each shelf has a Bessemer steel rod reinforcement, also bead on lower edge to keep galley away from the side wall, thus preventing pin and damage to type.

One section of reinforced flat steel shelves for galleys.

The Dead Slug Bin at the end of the table is convenient to the working surface. The bin is dumped from the bottom by means of a trap door.

The Overhead Bank is adjustable to any desired height. This bank makes a good reflector for electric lights. It provides a convenient place for the storage of brass rules, column rules, leads, slugs, tail pieces, etc. The arrangement on the side, illustrated in the Overhead Bank is as follows:

One section each for double and single column materials; one section for cross rules and leads; three single-column spaces; divisions for labor-saving column rules; one section for tail pieces; one section for cross rules; one section for full, half and quarter column lengths with tails; two single-column spaces; one double column space.

The opposite side of the Overhead Bank not shown in the illustration has six large divisions for the storage of miscellaneous material. This Table and Overhead Bank is all steel construction throughout. No wood enters into any part of it.

RECENT INSTALLATIONS.

Dispatch, Columbus, Ohio.—Composing-room outfit in all-steel construction, sold through the American Type Founders Company, Cincinnati branch.

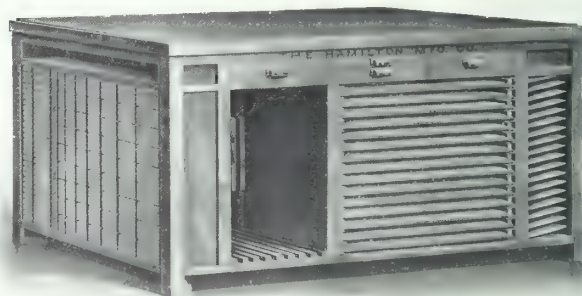
News-Bee, Toledo, Ohio.—Composing-room outfit in all-steel construction, sold through the American Type Founders Company, Cleveland branch.

Royal Print & Litho. Co., Halifax, N.S.—Composing room outfit in wood construction, sold through the Printers' Supplies, Ltd., Halifax, N.S.

Steel Furniture you expect it to last. Then buy the kind that is built to last a lifetime and you won't be disappointed.

Hamilton Steel Furniture is *built like a bridge*. It is designed expressly for the particular conditions surrounding the print-shop, in a factory the product of which for thirty-three years has been Composing-Room Furniture universally recognized as standard the world over. This furniture is *made right* and the guarantee of the Hamilton Company and its selling agents stands back of it.

Do not be deceived by false representations. Hamilton Steel Furniture is not wood furniture in part with a sheet of steel tacked over the wood. It is steel throughout and one-piece construction wherever practical. No wood of any kind is used except for type cases, which have steel front protectors. All-steel construction and *built like a bridge* of heavy angles and channels, with high-grade cold rolled steel panels.



METROPOLITAN STEEL IMPOSING TABLE No. 729.

Our Steel Imposing Tables have frames of heavy angles and channels, and are *built like a bridge*.

The Metropolitan Table takes an iron surface 51 x 75 inches. Underneath the surface there is one tier of shelves for double-column galleys, one tier of patented one-piece steel letter boards.

One section for chase storage.

Both sides of the table are alike.

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This Steel Imposing Table, like all others we manufacture, is *built to last a lifetime*.

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Montreal, 348 Craig St., W.
Winnipeg, 175 McDermott Ave., E.
Calgary, Alberta.
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F. S. Lister, Fredericton, N.B.

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American Type Founders Co., Vancouver.
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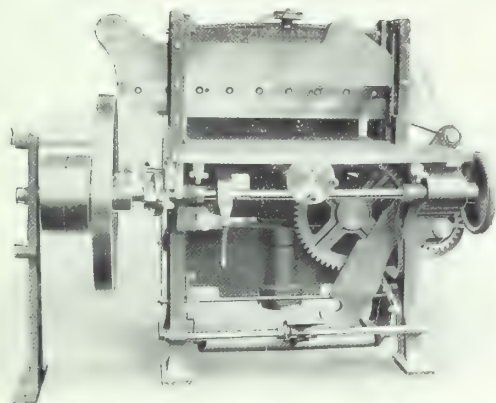
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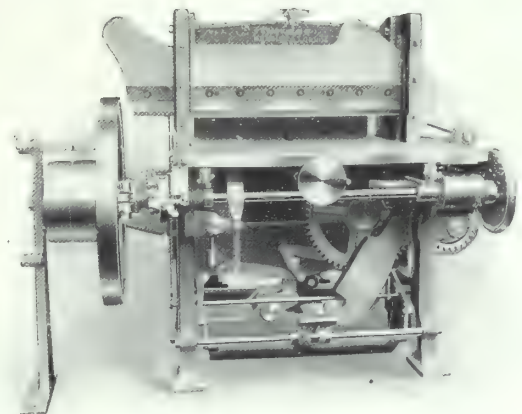
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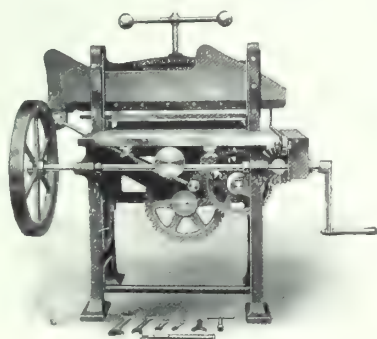
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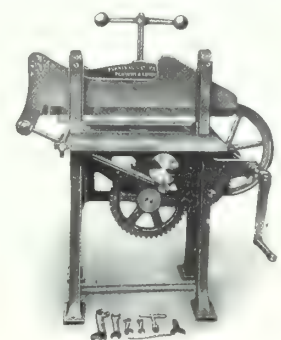
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At first sight there appears no particular reason why these men should be better acquainted with any particular subject than we ourselves are. They may have had no advantage over us in the matter of education. They have probably not travelled any more than we have, and as far as we can see there is no reason why we should look to them for information on diverse subjects rather than to any other of our acquaintances.

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Consider any case, as referred to above, which may occur to you and you will find it is because your friend or acquaintance is invariably what we would call a "well read" man. No matter whether the subject under discussion be the past or present history, political or social, of our own or any other country, whether it be of noted writers, painters, politicians, celebrities of any kind or of any country, the latest discoveries or inventions, the best opinions expressed by the foremost writers of the day on present questions of most vital interest, he is able to take an intelligent interest in the conversation and to contribute his own quota to the discussion, probably expressing some viewpoint new to his auditors.

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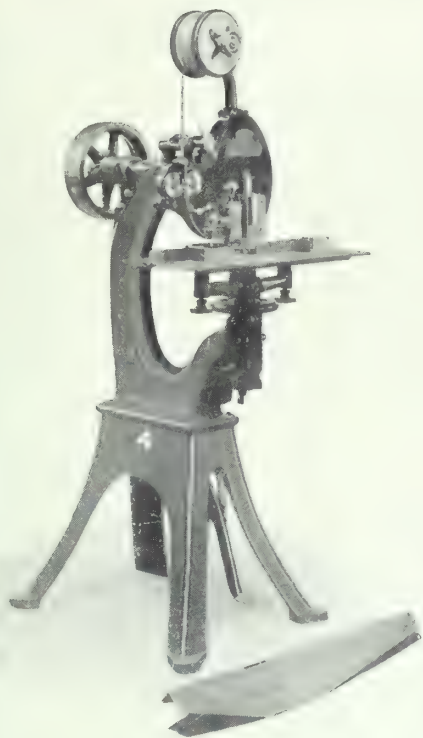
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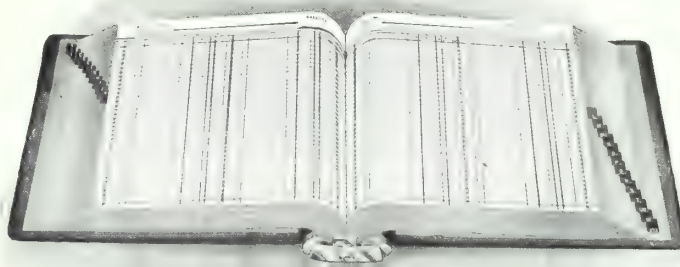
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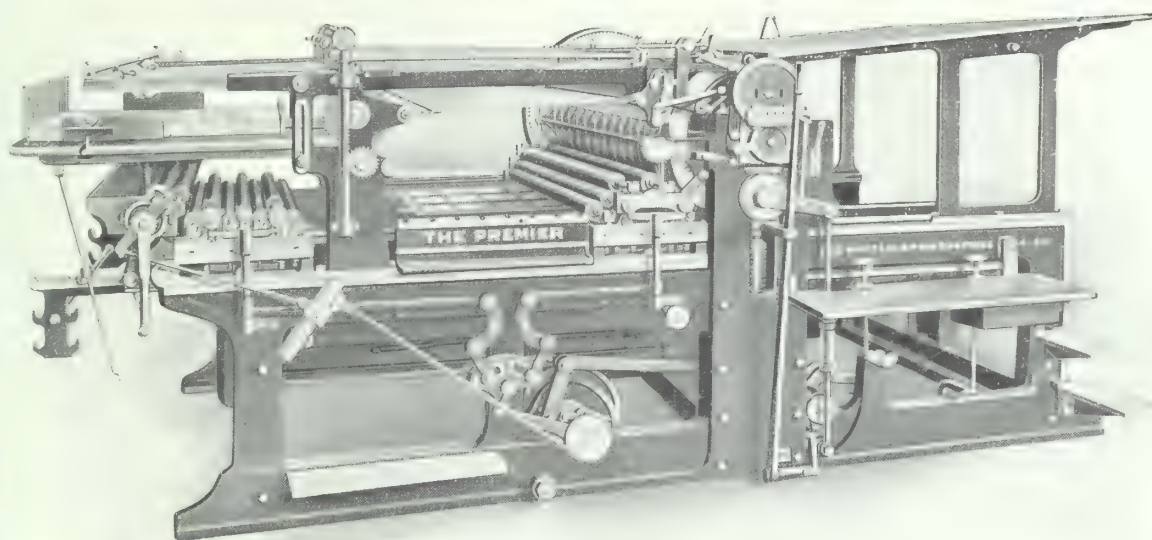
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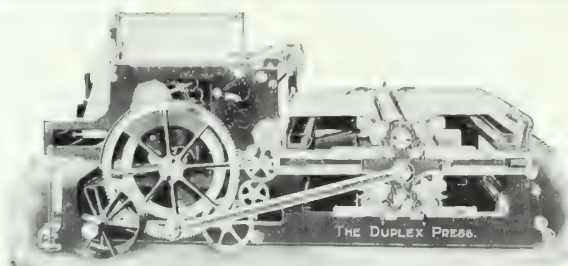
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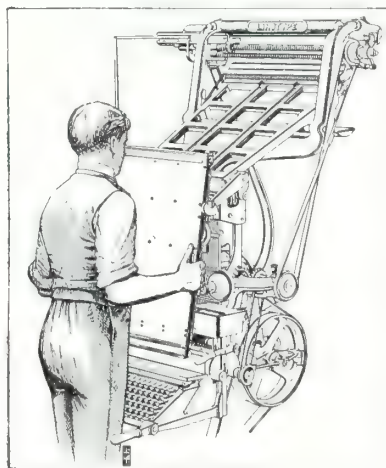
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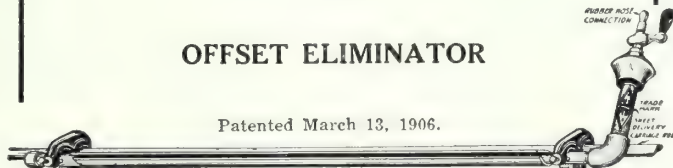
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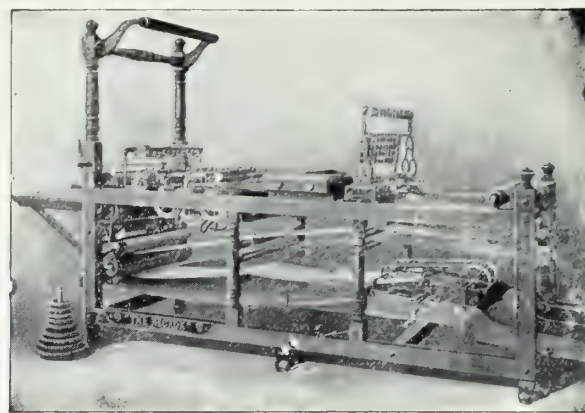
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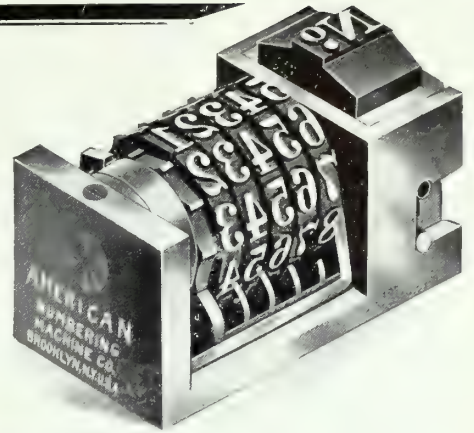
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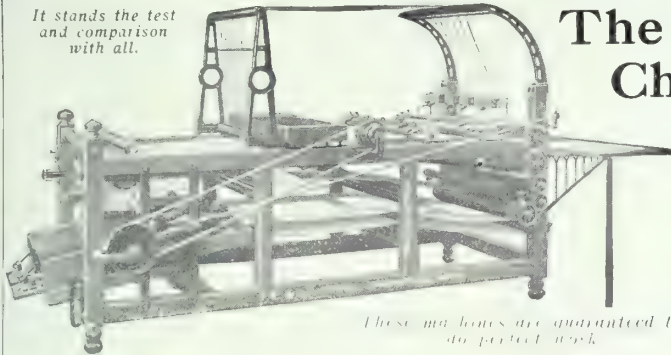
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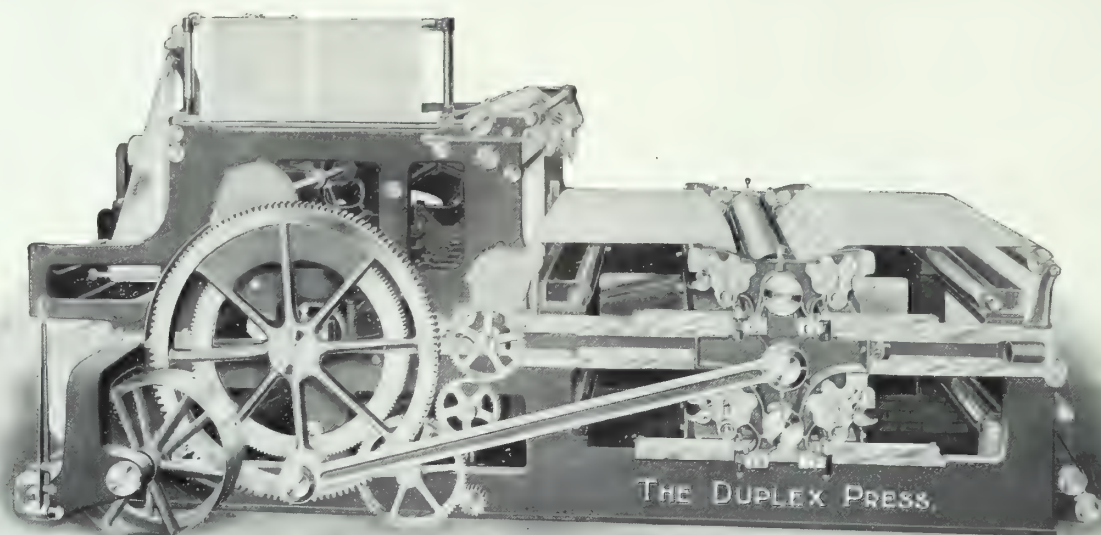
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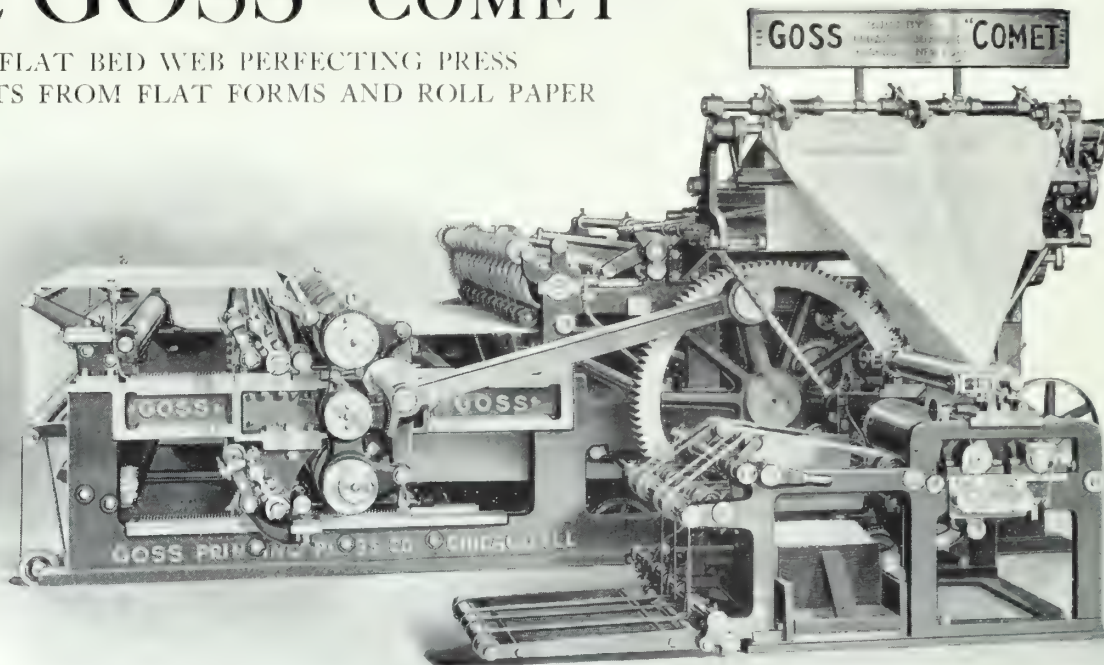
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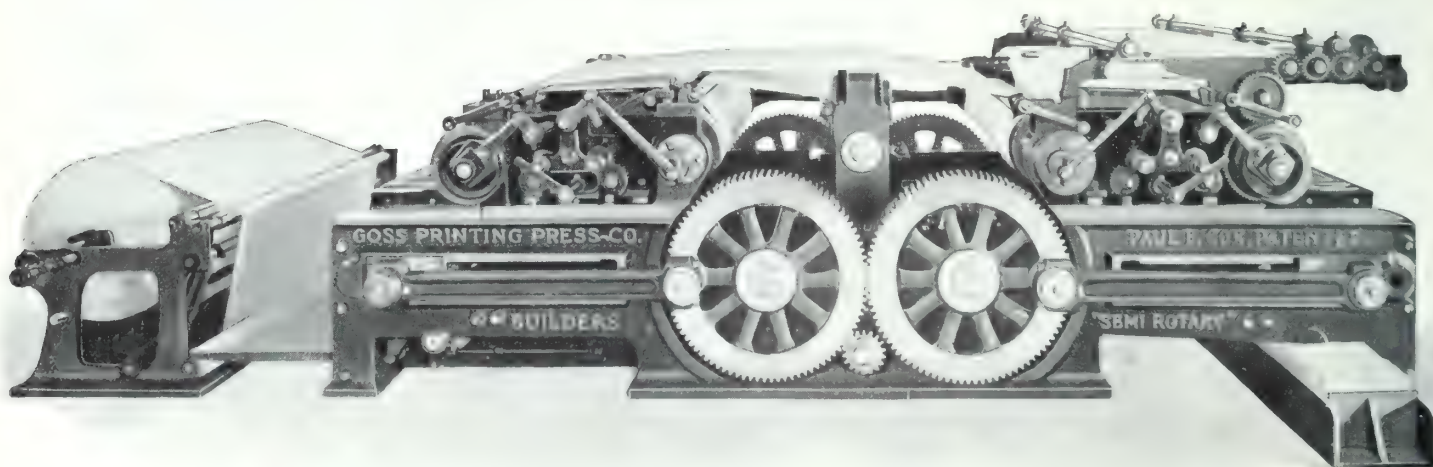
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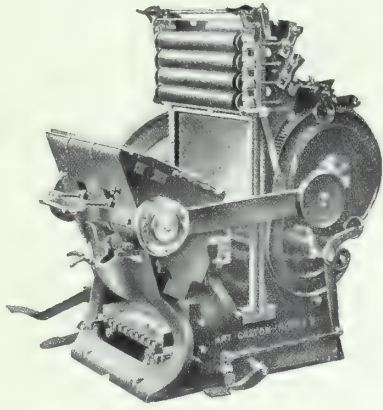


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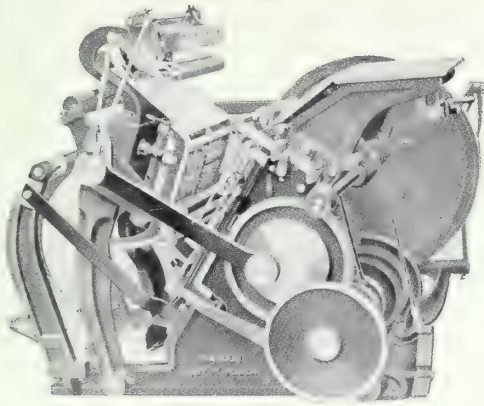
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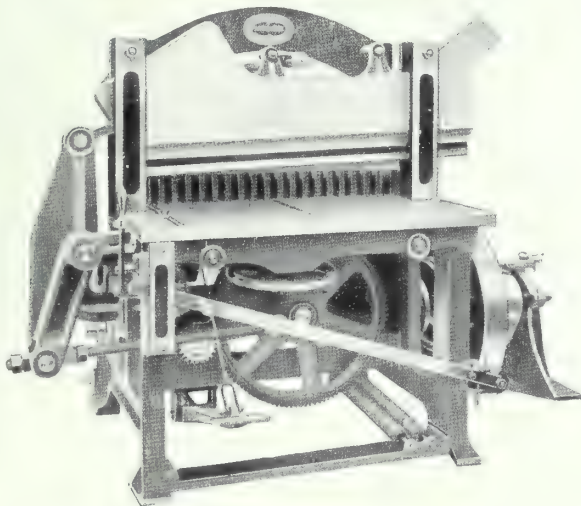
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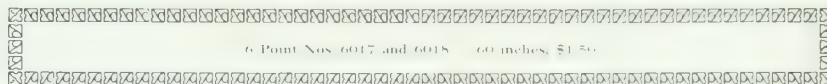
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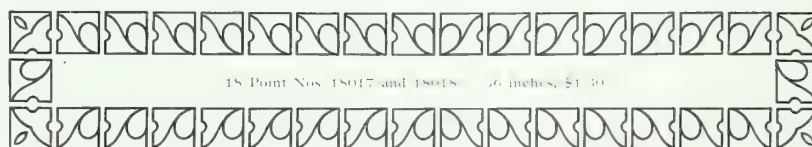
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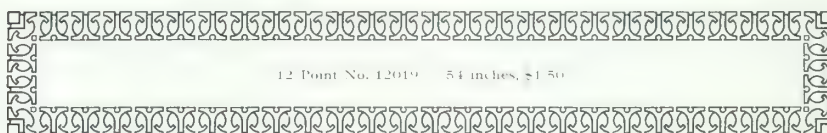
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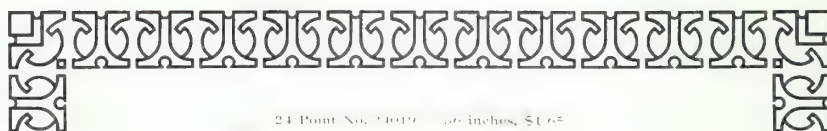
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PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, January, 1914

NO. 1

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

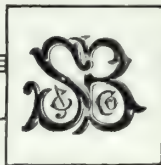
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Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 12th of the month preceding date of publication.



The Dawn of the New Year

finds S. & B. type in evidence more than ever—more printers using it, more being sold, and satisfied customers. One customer bought over a ton of our type in one order, and says it is the best type he ever bought. Others in large numbers have placed their orders with us for newspaper dresses, series for job work, and the contented smile they wear when relating their satisfaction in its use tells us a tale that speaks louder than words.

Are you one of those satisfied printers? If not send us a trial order and be convinced.

It Never Wears Out.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager
60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



Leakage in the Composing Room *

Men and Material the Two Important Factors Concerned—Helpful Suggestions for Increasing Efficiency.

"THE ROOM" in such a case must mean, and does mean, more than the four brick walls, and refers primarily to those confined therein for an average working day of nine hours or thereabouts. That there are black sheep in the ranks is as well known beyond the bounds of the trade as within its borders, else why the proverbial "Printers' Devil"? But that they are neither so black nor so numerous as represented might easily be proved to a demonstration; and that they are, in many cases, the product of environment and circumstance is only too apparent. "Give a dog a bad name" and it remains with him permanently; or, "Give a man the credit of early-rising and he may sleep all day," are quaint illustrations of fact met with repeatedly in every community, and it may be that there is more of fancy than fact—more of imagination than reality—in the bugbear which seems to haunt so many printers, and in the shadowy figure which follows them so persistently and persecutes them so mercilessly, according to Dame Rumor as we meet her where "printers most do congregate," or read her utterance periodically in the trade journals, as she reiterates the plaintive wail that this man and that man in the trade have had a bad year—not at all profitable, when we consider the capital invested and the money involved—and the one-and-only reason why is "*Leakage in the Composing Room.*"

Why not lay the ghost? Why not discover the source of the leak and apply an immediate remedy? Surely a man capable of being in business at all—except for the "fun of the thing"—can easily trace the why and wherefore, and, having done that, he should be within measurable distance of putting an end to the trouble: but, if he fails to do so, why repeat the charge, or continue to wail, when there is no one to blame but himself? Putting the saddle on the right horse means much in winning a race, and placing the blame on the shoulders of the blame-

worthy is a very desirable achievement; and yet how frequently the compositor is victimized for the sins of others as well as his own, heavy though the latter load may be, as it is a well-known characteristic of the "manipulator of the movable alphabet" that he is his own worst enemy.

The complaint having been made, and the charge formulated, it might be helpful to all and sundry to look at the foundation on which the grievance rests, or to consider if there is any justification for the statement whatever. Output, in quantity and quality, being the only source of revenue from the composing room, in what way can there be such a leakage as swamps profit and converts the department into a white elephant, instead of serving its legitimate purpose as a profit-earning end of an employer's business? The answer narrows itself at once into two words—Men and Material—and either one or other must bear the brunt of the accusation and be the cause of the trouble. There are, of course, incidental contingencies, such as environment and working conditions, which cannot be overlooked, and the employer who desires to secure the best results in satisfactory dividends leaves nothing to chance in this matter.

First, the Men. There is no other trade or calling extant where the same close application is necessary as in the compositor's art; and granting at once that all are not equally capable, as all are not equally industrious, is simply stating an experience of which the printing trade possesses no monopoly whatever, there being good and bad alike amongst all ranks and conditions of men. Take any other business conceivable, for the sake of comparison (odious though it may be), and it will at once be admitted that the compositor occupies an easy first place for industry and intelligence, apart altogether from such personal characteristics as militate against his speed and precision as a productive agent.

"But he drinks too much at night and is good for nothing in the morning," is the retort courteous from some critic, who may not always slake his own thirst at the village pump, preferring something that imparts more vitality for the moment, if it should ultimately destroy even life itself, and one

This excellent article is by W. J. Saunders, Belfast, Ireland, and shows that printers in Great Britain, like their confreres in Canada, are awakening to a realization of the need of greater efficiency in the composing room. After making certain allowances for differences in conditions, many of the points brought out may be readily applied to the trade in Canada. We reprint Mr. Saunders's article from the *British Printer*.

might be pardoned for exclaiming, "Physician, heal thyself."

Yes, the pity is that hitherto he drank more than was good when he touched alcohol at all—the sworn foe of the race; but the rising generation are not following this pernicious example to the same degree, the self-preservation that is nature's first law, and the self-respect that demands consideration, compelling abstemiousness, where the will might desire the adoption of a different policy.

Not only so, but the speeding-up, incidental to the introduction of typesetting machinery, has resulted in a comparative classification of the men where any considerable number of them are employed, and the inevitable result has been a greater degree of specialization than hitherto, each man being kept constantly at the one class of work for which he shows the greatest aptitude; and the serious drawback to this system is that when the "specialist" happens to be missing there is sometimes difficulty in fitting the uninitiated into the mysteries of the particular work in hand.

The "all-round man" is becoming a thing of the past in large offices, and in small ones he is an equally rare commodity. That is a fault of the system, not the man; of environment and circumstance, not the will; and "must do" being an inflexible master, when he gives the command, obedience is the first duty of a good soldier. On careful investigation it will probably be found that the "leak" lies at a door far removed from the helpless individual too frequently charged and condemned for a crime, on circumstantial evidence, of which he is as unconscious as he is guiltless. If there is a "leak" here, what size must the hole be in the money-bag of the plumber, the painter, the carpenter, or the other hapless employer upon whom we are forced to call at times for assistance? What a fund of persuasive eloquence is needed to get any of these gentlemen out, once they gain an entrance. How leisurely they set about the task assigned them. How frequently they discover something forgotten on the very threshold of the job, necessitating a return to the "shop." How anxiously they remain on the spot, pending a satisfactory test of the finished work. How earnestly they inquire into the mysteries of their surroundings. What keen interest they evince in everything pertaining to their temporary taskmaster, and how deliberately, withal, every movement is made, notwithstanding the fact that their time is charged against the luckless customer from the moment they leave the shop till they return.

But where is the composing room leak? If with the man, study him so as to get the best out of him, and a little thought in this direction will be time well spent. If not with the man it must be with the material, and here undoubtedly there is trouble frequently. It certainly does not pay to "set" a job off the distribution random, or by "picking" it letter by letter out of standing forms in the rack, not to speak of the heartbreak at all, with the risk of damage to the form itself, or even of the job being printed minus the letters borrowed to accommodate another friend in need.

Second, the Material. Some common contributory causes of leakage are:

1. Scarcity of material, with a consequent increase in the time necessary to complete a job. The

remedy is, provide more, and the initial cost will probably be recovered before the added material is long in the house; it is a sound investment.

2. Defective equipment. Having the necessary material, it must be so arranged as to be available with the least possible waste of time. But what sorry shifts are resorted to in some "offices," where, as often as otherwise, a fellow "in the know" is wandering round the place with precious material in his apron pocket, or carefully hidden about his frame, on the off-chance that he may be searching for it at that very moment. Ask some victim of another's selfishness if he has ever been tricked in this way. The remedy is, instant dismissal for the individual who so minds number one as to be a nuisance to his co-workers and a loss to the department.

3. Lack of System. "A place for everything, and everything in its place." Order is heaven's first law, and an untidy printing office is a safe index to work of a similar kind. The remedy is, insist upon each doing his part for the common good, and so working himself as to make it possible for another to fall into line when required, without unnecessary circumlocution.

4. Limited accommodation, necessitating unnecessary lifting and laying of boards, forms, cases, frames or other equipment; where one fellow is knocking corners off another, and where men and material alike are very much the worse for congestion. Without breathing-space no compositor can possibly do good work, and without spread-ground the very best material is sure to suffer infinitely greater damage from abuse than wear. The self-evident remedy is more room.

5. Bad light and a cold room are certainly restrictions on output. "Poets are born, not made," they say; but printing offices are made, and if not judiciously laid out, even to the minutest detail, the best results cannot be obtained. Light is an essential element of success, and without it work suffers in quantity and quality alike. Why should composing rooms be dark as dungeons and cold as ice houses? The nature of the work renders natural heat impossible, all the material handled is cold, and there is little or no exercise, so that, if temperature is below zero during the winter months and the room as full of artificial ventilators as a sieve, it is not surprising that the output suffers; but is the compositor to blame? The remedy is better light and more heat—two factors absolutely necessary if the best results are desired.

6. Obsolete Methods. It is not enough, now, for the "boss" to throw a piece of copy at a man and tell him anything will do, so long as he does not waste time on it. That is where waste begins. The man should get some idea of the style which pleases customer, color of paper and ink, purpose for which work is intended, and any other information which will help him to interpret customer's wishes. A pleased client makes, or helps to make a satisfied employer, and is pretty sure to obtain further business. The remedy is, study and adopt up-to-date methods and materials.

These are some of the waste places in modern printerdom, and by judicious combination on the part of all concerned, working for the common good, there should be little difficulty in stopping the leakage in the composing room.

The Most Important Part of a Job

Being an Address Delivered at Seattle Cost Congress, by Wm.
H. P. Sweeney, of Sweeney-McConnell Press, Victoria, B.C.

A SUBJECT WITH THIS HEADING would no doubt be looked upon from different angles by different branches of our noble industry.

The compositor, for instance, would certainly say that the setting of a job with its artistic display is the most important part of it. The pressman would say it is the proper degree of impression and the coloring of inks, and if it is a bound job the bindery man would say it is the correct handling and embossing of the leather.

These truly are important and all go to make up the component parts of our varied and complex business called the "Art Preservative."

But after all is said and done, you gentlemen, you managers and you owners, will have to admit that getting the money; actually receiving it: not in promissory notes nor thirty day drafts, but in marked cheques or coin of the realm that can be immediately deposited to your credit, is the most important part of a job.

Now I believe that the majority of the gentlemen present are firm believers in a cost system. If there is one employing printer here who has not installed a cost system, let me admonish him by all means to do so, just as soon after this convention as possible.

I have spent many pleasant days in the printing business, but now that I look back on it, not one as pleasant and as profitable as the day that that original cost expert, A. S. Van Pelt, agreed to install the International Standard Uniform Cost Finding System in our plant.

With his aid it was figured that our direct selling expense was a cost of twelve and a half per cent., interest on part of our building used in the selling end of the business was six per cent., our interest on bad debts was one and a half per cent., and advertising was a charge of one per cent.; insurance, donations to charity, and other expenses along with the above amounted to, at least, twenty-four per cent.

This mark you—is only the actual selling and collecting end of the game that this paper deals with. Besides there is the manufacturing end which the Cost System shows as an additional expense over that amount directly paid for it of one hundred and fifty per cent.

This worked well and enabled us to arrive at a fair selling price—fair to the public and fair to ourselves—of course; in the words of Polonius, "To thine own self be true and it must follow as the night the day, thou canst not then be false to any man."

The Cost System, then, as far as it goes is good, is correct if properly carried out and is fair—it enables the public to buy at the right price and you to sell at same. It does not provide, however, for actually receiving this price, there is no system that will entirely.

My suggestion is, if one and one half per cent. is added for bad debts, one per cent. for advertising, and with the other percentages already enumerated, bring our total cost of this end of the business to

twenty-four per cent., that two per cent. be added for discount.

A good many will say sixty-five per cent. of printing is for labor and you cannot allow discount on labor, I say if you provide for it beforehand you can—but not otherwise.

Many more will say if you allow a discount of two per cent., why don't you—or maybe the other fellow will—allow three, or five, or even ten per cent. and the answer is an Irishman's question—"If you sell a thousand billheads for \$4.50, why don't you sell them for \$4.00 or \$3.75.

It is a fact that many firms use money to pay bills that carry a discount and let the ones wait that do not.

Why should John Jones pay forty dollars for a piece of printing and send in his cheque immediately after his bill is received, and Henry Smith, his next door neighbor, stall you or your collector off for four months by paying a few dollars each time you call.

True you put "Interest charged on overdue accounts" on your statements, but how often is it enforced—and if it is how often it causes trouble.

The aim of this paper is to avoid trouble—forewarned is forearmed.

It is mighty poor business or on the other hand a superlatively strong trust that does not nowadays allow some certain discount, I believe our business comes somewhere between these two. Your wholesale house, your ink manufacturer, your typefounder, all provide beforehand and then allow discount if you pay promptly, and you are between them and the public, like the man between the devil and the deep blue sea. I say—as they do, prepare, plan ahead and you are safe.

Another subject closely allied to this, is the custom of putting the job number on every piece of printing pertaining to that job—also your imprint. Advertising is good and this is good advertising. When this job comes back to you or the other fellow and you are abruptly asked "What'll a thousand of them cost?" you can easily find the last price, the sample if necessary and if your costs have not increased, say politely but firmly fifty dollars, as last, thus assisting in establishing a standard. Without this number on every piece of that job, you could find the price by looking over your back statements, but it takes much longer and *time* is money.

In summing up, we have the International Standard Uniform Cost Finding System, which enables the employing printer to arrive at a fair selling price, we have now provided for allowing a two per cent. cash discount for prompt pay, and thus receiving money due when it can be of most advantage and enable us to take our own discounts. In conclusion we place our job number on every piece of printing where at all possible, thus ensuring uniform and standardized prices as the name of our system suggests—all of which I trust you approve.

HOW OTHER PRINTERS DO THINGS

A Printer's Own Advertising

WHAT WOULD you think of a printing concern distributing, free of charge, 1,000 copies of a very readable little book, produced in their own establishment, and which bore no advertising whatever, except a modest imprint?

That is what was done by Pacific Printers, Limited (the Metropolitan Press) Vancouver, and it cost quite a tidy sum, too — but it brought results.

In a communication to *Printer and Publisher*, Edward E. Beale, business manager of Pacific Printers, intimates that the plan worked so successfully that they are considering continuing their "advertising" for the present along the same line. Mr. Beale says also, quoting from his letter, "We have been complimented very highly on the little book and have also obtained considerable business from it."

Here is how the plan was worked out:

When the books were ready for distribution, a carefully prepared letter was sent to 1,000 of the most prominent business firms in Vancouver. That letter is so well written, with just the right proportion of tactful advertising that we considered it a sufficiently interesting document to warrant reproducing

in this department. And so it is shown here and speaks for itself. Notice also the appropriate advertising of the paper on which the letter is written. The initial letter in the firm name, the words "Quality Printers and Binders" and the cut and reference to the bond paper at the foot of the letter are printed in red on the original.

Following the sending of the letters the book was

sent out and, as noted above, many of those fortunate enough to receive a copy expressed their appreciation to Pacific Printers. As an example of excellent typography the book is certainly very praiseworthy. A more extended description of it, from this point of view, will be found in the "Review of Specimens" in this issue. Mention of its title and author, "As a Man Thinketh," by James Allen, is perhaps sufficient to indicate to the majority of our readers the nature of the subject matter it contains. Allen is a modern philosopher and his writings are of the uplift, inspirational, thought-producing type that appeal strongly to the alert, optimistic, vigorous business man.

With each copy of the book was sent a folded card, conveying the compliments of the printers and

Pacific Printers Limited

THE METROPOLITAN PRESS

Quality Printers and Binders

299 Helmcken Street Phone Seymour 9592

VANCOUVER, B.C.

Western Lumber Co.,
Vancouver, B. C.

November 11, 1913.

Dear Sirs,—

Not long ago I walked into the office of a prominent business man and noticed on his desk a book called "As a Man Thinketh." When he saw me looking at it, he said: "That little volume is my constant guide and companion. It contains the basic principles for the highest success in life. I wish every business man in Vancouver could read it."

His last remark gave us an idea, but instead of printing enough to supply a copy to each business man in Vancouver, we have prepared a Special Limited Edition of only 1,000 copies, and are going to hand them to our customers. One has been set aside in your name, and will be delivered to you in a few days. No advertising appears in the little book, yet it comes to you as a specimen of our work, with the quality touch peculiar to our plant. The creation of result-producing and profit-making printed matter is an art in itself, and we have the experience and equipment to do the work.

This sheet of letter paper is a piece of 24 lb. Public Service Bond Vellum Finish. Compare it with your own letter-head and note the difference. Public Service Bond has a certain crackly touch and classy look, which are hard to find in any other paper. That is why we recommend it. If you are now using a thin, flimsy stock, let us substitute Public Service Bond on your next letter-head order. The satisfaction you'll get from the change will more than repay you, and the cost will be little, if any, more. Read the enclosed Public Service Bond Guarantee, and see how strongly your interests are protected.

Whenever you are in the market for printed matter of any kind — bill-heads, letter-heads, a circular, booklet or catalogue — and need information as to style or price, reach for the phone, call up Seymour 9592, and ask for Mr. Hickman, our Plant Manager. Mr. Hickman has been in the printing business for some 30 years, and knows it pretty thoroughly. He will be glad to answer any questions, and will give you the benefit of his long experience. If your business cannot be done properly over the 'phone, either of our salesmen, Mr. McLean or Mr. Alexander will call at your office, and go into the matter thoroughly. Both are practical printers, as well as good salesmen, and their advice and suggestions can be relied upon.

Yours truly,

PACIFIC PRINTERS LIMITED,



EEB.-c.
encl.

This is a sheet of 24-lb. Public Service Bond, Vellum Finish Business Manager.

Securing an introduction by mail. Illustrating "A Printer's Own Advertising."

an explanation that the book was being sent out merely as an example of good printing, the kind that the customer might expect to receive from its producers, etc. One half of the card might be detached and used as a post card extending a special invitation to Pacific Printers to call and talk business. The reverse side read: "We are in the market for some printed matter and would like to have one of your salesmen call on us at once."

Individual Name
 Concern Name
 Street and No.



Unusual Blotter Advertising

Blotter advertising has been a popular custom with printers for many years. One would naturally imagine, therefore, that all the suitable copy and designs had been used over and over again. Yet here

Memo
 — The Public Press gets
 my next printing order

A new departure in blotter advertising copy.

is one from the Public Press, Winnipeg, that is novel in the extreme. It is not a message from the printer but a memo purporting to have been written by the prospective customer himself, and in that particular



Review of New Buildings in February Issue

Following the custom inaugurated with the corresponding issue last year, the February, 1914, issue of *Printer and Publisher* will be devoted largely to a review of the various printing buildings erected in Canada during 1913.

The February issue will, therefore, be an extremely valuable one, not only from a historical point of view, but also as a permanent source of useful information for ready reference whenever the question of buildings suitable for the printing and publishing business is under discussion. In this way we hope our readers will find this second annual new building number of considerable interest and worth.

Requests for information have been sent to a number of proprietors of new buildings whom we cannot visit personally. If there should be others who have so far not heard from us, we would appreciate a letter to that effect. Do not let the fact that your new building is small deter you from sending the information about it. There may be many original and unique features about the building or the layout of your office and shop that will be of immense value to other printers similarly situated to yourself.



To be conscious that you are ignorant is a great step to knowledge.—Disraeli.

it suggests an entirely new line of copy for blotters. It is doubtful, however, if more appropriate words could be found than those used: "The Public Press gets my next printing order." It is sure to get attention because of its very audacity. And yet it is not likely to offend, rather it is probable that the average man to whom it is sent would look upon it as being so ingenious and so forceful that he would place it on his desk and allow it to remain there. The rest is easy. The blotter has already created a favorable impression in the mind of the prospect and if he does not actually carry out his "memo" himself it is certain that he is a better prospect for Public Press printing because of it and good salesmanship should make him a customer.

The original from which the accompanying illustration was reproduced is bright red stock with black printing, the size being 6 x 3 1/4.



Finding the Cost on Individual Machines

ONE of the advantages of an efficient cost system is the possibility of finding the percentage of productive time and the cost per sold hour on every machine as well as for the several departments. The desirability of following this method is especially evident in the bindery, where so many different machines are used. Southam Press, Toronto, carry out this plan and in the bindery every machine is tagged with a number printed in large figures so that any employee working in that department will be sure and record his time correctly. The system of numbering also serves to identify every machine readily and to make it convenient to refer to them. The use of the tags on the machines themselves is a constant reminder to every employee that in a machine department it is the working time of the machine that is required rather than the time of the individual.

Death of J. Stearns Cushing

In the death at Norwood, Mass., on November 18, of J. Stearns Cushing, former President of the United Typothetae of America, the organized printing trade on this continent has suffered a distinct loss, for Mr. Cushing's ready support with both time and money to further the uplift of the business is generally known. Added to persistent effort, Mr. Cushing had a genial manner and an engaging personality that endeared him to all who knew him and made him a figure in the trade.

Mr. Cushing was fifty-nine years of age, and was president of the Norwood Press, Norwood, Mass., one of the largest schoolbook printing firms in the world.

Mr. Cushing's name is known to thousands outside the trade, having designed and given his name to a number of type faces, which have become standard and are in constant use throughout the country. Notably among these are Cushing Old Style, Cushing, Cushing Monotone, Cushing Italic, Cushing Antique, etc.



NEWS OF PRINTERS' ORGANIZATIONS

GOOD PUBLICITY WORK OF TORONTO BOARD.

The Graphic Arts Board of Trade of Toronto have started a Campaign of Publicity, beginning the latter part of November, with the intention of continuing it through to about the first of February. One of the series is shown herewith.

Some really attractive printed matter has been sent out each week and it looks as though the results will be a large increase of interest in the Board work. It is intended that this Campaign shall be closed with a public meeting sometime towards February 1.

COST CONGRESS

PLANS.

The preparations for the Third Canadian Printers' Cost Congress are going rapidly forward, a number of meetings of the Committee having been held and sub-committees appointed.

The Sponsors of this Cost Congress are the Canadian Cost Commission and the printing trade of Toronto generally. The following Executive Committee has been appointed: General Chairman, F. M. Kimbark, of Business Systems and Vice-President of the Canadian Cost Commission; Vice-Chairman, H. L. Rous, of Rous & Mann; Treasurer, F. N. W. Brown, of Brown-Searle Co.; Secretary, Daniel Baker, Manager of the Graphic Arts Board of Trade, Executive Committee, H. L. Rous, Rous & Mann, C. P. Cummings, R. G. McLean Co.; Douglas Murray, Murray Printing Co.; John M. Imrie, Canadian Press Association; F. M. Kimbark, Business Systems, Ltd.; Geo. H. Rose, Hunter, Rose & Co.

An Active Campaign has been laid out and it is expected that this will be the largest cost congress that has ever been held in Canada, and every effort is being made to make it the best. It is expected that the meeting will be held early in April and we hope to give the exact date in the next issue.

ENCOURAGING NEWS FROM LETHBRIDGE.

Southern Alberta Printers' Board of Trade will celebrate its second anniversary the first Monday in February. During the past

year the Board has had a full membership in the city of Lethbridge, and its working has been harmonious and meetings instructive. A credit list is gradually being formed by which it is hoped to eliminate losses to a great extent. E. HAGELL, Sec'y.

MONTREAL ASSOCIATIONS MAY AFFILIATE.

A meeting of the Directors of the Association Canadienne des Imprimeurs, Master Printers' Association of Montreal, and the Montreal Printers' Board of Trade, was held in the Board Rooms Tuesday evening, December 9th, at 8 p.m., on the invitation of the

Montreal Printers' Board of Trade. The meeting was called with the view of discussing the possibility of affiliation of the two organizations with the Montreal Printers' Board of Trade.

It was moved that a committee of the President, Vice-President and Secretary of each Association be formed to further discuss the conditions on what plan the affiliation might be considered.

CHAS. H. TICE,
Sec.-Mgr.

COST AND ESTIMATING CLASSES FOR TORONTO PRINTERS.

The Cost and Estimating Classes which are held every Thursday evening in the Board of Trade Rooms have been well attended, there being an average attendance of about 25 and a very decided interest on the part of those present. These classes are open to all printers whether members or not, and being attended by a large number of non-members will be productive of much good, not only in the individual education of the students, but in the spread of the gospel of Cost Finding.

*People who live in glass houses
should not throw stones*



THAT AWFUL COMPETITOR OF
YOURS IS REALLY

Only a Reflection

of yourself and awful and dangerous only in proportion to his ignorance of cost, estimating and business methods. It is largely your fault that he exists.

¶ If you knew your cost and always quoted a price which was based on cost plus a profit your customer would soon stop telling you of the low prices he was getting from that awful competitor and if you did your duty to your competitor by co-operating with him to secure the right price for all printing done in the city he would soon cease being a competitor at all.

He is Certainly an Awful Fellow

but what have you done to make him anything else? He possibly graduated from your plant and is working on what he supposes to be your ideas. He is doing what he thinks you would do under the same conditions and is a terrible nuisance. What are you going to do about it?

Are You Going to Kill Him?

¶ Suppose you try educating him first and teach him the true values of printing and how to estimate. Bring him to the educational classes of the Graphic Arts Board of Trade—Oh you do not go yourself. Well then come and bring him, you both need the instruction you will get there. Do not forget that you are the "Other Fellow" to him.

¶ Call and see the Manager any time and he will be glad to tell you all about the Organization, the Classes, the other Activities and what you can gain by replacing competition with co-operation.

A sample of interest-arousing publicity being used by the
Graphic Arts Board of Trade of Toronto.

REGINA HAS 100 PER CENT. ORGANIZATION.

The Regina Printers' Board of Trade now numbers in its membership every job printing concern in the city. A meeting was held on December 13th, at which the following officers were elected for the year 1914: T. A. McInnis, President; A. H. Barker, Secretary-treasurer.

On Monday, December 15, a short meeting was held, after

which a banquet was given in the Hotel Metropole, at which every employing printer in Regina was present.

The success of the Board looks most assured, in that all the members are interested in the organization, and we think that the time is not far distant when we shall employ the services of a manager.

A. H. BARKER, Sec.

MONTREAL BOARD HAD GOOD YEAR.

The Sixth Annual Business Meeting of the Montreal Printers' Board of Trade was held at headquarters Friday afternoon, December 19th, with a large number of members present. The Manager's report of the summary of the work accomplished by the Board during the past year was most satisfactory to the meeting.

The Officers elected for the ensuing year are as follows: President, J. B. Lapointe; Vice-President, W. W. Southam; Treasurer, Chas. E. H. Phillips; Directors, Chas. S. J. Phillips, Gain E. D. Cornell, Jos. Bourassa, Trivice A. Tod, Henry E. Hinds.

The Annual Banquet of the Board will be held the early part of February next.

CHAS. H. TICE, Sec.-Mgr.

40 ATTENDING WINNIPEG ESTIMATING CLASSES.

The Estimating Classes conducted by the Winnipeg Printers' Board of Trade continue to be well attended, as there has been an average of 40 in attendance at all of the classes so far.

Business is very flat in the printing business in Winnipeg just at present, but the collections have about held their own, and inquiries are a little above what they have been for the past three or four months.

A. S. Dunbar, Mgr.

ANNUAL BANQUET OF TORONTO BOARD.

The Graphic Arts Board of Trade of Toronto will hold their Annual Banquet on the evening of Friday, January the twenty-third at seven o'clock in the Banquet Hall of the Temple Building. As we expect the ladies with us on this occasion we will have a particularly good musical programme.

Another special feature of the evening will be the celebrated two act play, "The Revised Proof," played by a local cast of printers.



Doings of Canadian Ad Clubs

TORONTO AD. CLUB NOTES.

The unusual activities noted about the club during the past month have been caused by the increasing interest taken by the membership in the work being done.

Never in the history of the present organization has there been the vigilance work done that has been negotiated during this month. The chairman reports that he has departmentalized his committee for more efficient work by them. They have had co-operation by the Post Office in debarring one advertiser from the mails. They have prepared cases for the Crown Prosecutor which will be actively pursued the first of the year.

The membership is growing in a healthy, steady way. The committee have now laid their plans for securing at least a membership of three hundred by the end of January when the books will be closed. The idea is to have every man active as far as his time will permit.

George M. Hall, Industrial Commissioner for Edmonton, was the guest of the club at their usual Tuesday luncheon of December 16. Mr. Hall is probably the best posted man in his line of work we have in the Dominion, or at least he so impressed the membership by his forceful talk about his work. He has faith in the goods he is selling and imbues this faith to every man he sells. Mr. Hall has been in his present capacity some five years now. If the growth of his city is any evidence of his energetic efforts then we can say "Well done."

Probably the most striking sales talk for this year was the one given at the Woodbine Hotel at the monthly dinner for December when Hugh Chalmers addressed the entire membership and some friends. Mr. Chalmers has a wide reputation as a speaker and most certainly made good his point on every occasion. Applying his talk to the club members he said: "It is not what you get from the club that benefits, but what you put into it."

The big event for the January dinner is the address which will be given by Dr. Harvey W. Wiley. Dr. Wiley has for some two years had complete charge of the Test Department of Good Housekeeping Magazine. Before going to them he was official chemist for the Agricultural Department in Washington, D.C. The latest work done by the doctor is against dishonest advertising and lying labels, which will be the subject of his talk before the Toronto Ad. Club.

The Entertainment Committee for the Convention have announced that the leading feature for Thursday evening at Exhibition Park will be a Military Tattoo. This most interesting and unusual event will be more of an attraction than at first thought appears. Major Barker, a tried veteran of the British Army, will have complete control of the events. His famous cadets, who number about 1,500, will participate. This feature of the convention will go down in history as one of the greatest entertainments ever given by a single organization in Canada or North America. The total number of men necessary for this event is something like 3,000, who are on the stage at one time.

The Publicity Committee have prepared a very fine line of display advertisements for use in the Toronto papers during the educational campaign which will be carried on for the Ways and Means Committee. This copy is entirely unique in its selling talks and bids fair to rank amongst the best copy which has as yet been used in the Dominion.

C. V. COOMBS.

The Vancouver Ad Club has elected the following officers: President, H. R. Pickens, *News-Advertiser*; First Vice-President, H. Woolston, *Sun*; Secretary-treasurer, J. E. Patten, Vancouver-Prince Rupert Meat Co.

NEWS FROM EDMONTON'S AGGRESSIVE AD. CLUB.

Edmonton Ad Club, whose membership of 247 is now the largest of any similar organization in the Dominion of Canada and greater than that of any club in the world in a city of less than 100,000 population, elected these officers at its annual meeting in the Empire auditorium on December 15: President, William J. Magrath, president of Magrath-Holgate, Ltd.; vice-president, H. A. Roth, advertising manager the James Ramsay Company, Ltd.; treasurer, H. H. Hull, president of the Edmonton Printing and Publishing Company; permanent secretary, William A. Milne; executive committee, August Wolf, M. R. Jennings, editor and managing director of the *Journal* and A. E. Esch, president of Esch Brothers. F. G. McDermid, head of the McDermid Engraving Company, retiring president, was elected an ex-officio member of the last named committee.

The club was organized on November 27, 1912, with 17 members. Its receipts for the year were \$2,468.30; the disbursements were \$2,221.82, leaving a balance of \$246.48. The club sent two delegates to the International Convention of the Associated Advertising Clubs of America at Baltimore, Md., last June, and will

Active Member EDMONTON AD CLUB

All Advertising Solicitors Must
Present Proper Credentials from
the Above Organization.

be represented by 12 or more delegates at the Toronto convention. Secretary Milne said in a statement to the members that the censorship work alone has saved more than \$60,000 to the business men of Edmonton during the last 12 months.

Permanent club rooms have been established on the seventh floor of the Tegler Building, where club members and craftsmen generally will find a hearty welcome. The club meets twice a month at a noonday luncheon, while the executive committee meets at least once a week. It is now planned to have 500 members before the end of March, 1914.

The Censorship Committee of Edmonton Ad Club is doing excellent work in protecting the members of that organization who are buyers of advertising from the annoyance of being canvassed by solicitors whose propositions are of doubtful merit.

The club furnishes each member desiring one with a framed desk card as shown herewith. This is an immediate check to a travelling advertising solicitor who starts out to canvass the city. If his scheme is not genuine he usually leaves town immediately. If, however, he has a good proposition to present he finds his way to the office of Edmonton Ad Club, and there is asked to fill out a blank form, giving complete data on which the censorship committee may base its decision. He is also asked to submit his prospectus. If the committee, after a thorough investigation, finds the scheme legitimate and is satisfied that the applicant will keep faith with his advertisers and fulfill all promises, then a certificate is issued to that effect. This certificate does not, however, endorse the proposition itself and is not intended to suggest to any member that he should purchase space.

The Work of Harry W. Leggett— Typographer and Designer

By J. H. I.

PROBABLY it was more by mere chance than anything else that Harry W. Leggett, at the age of fifteen, away back in the early nineties, just "happened" in the printing business. Still, he was proud of it.

Harry had a cousin, now editor Stone of the *Perth (Ont.) Expositor*, who at that time was working on the *Tribune* in Deseronto where Harry was also living. Harry's cousin said they wanted a boy at the *Tribune*, so he took him down. Harry was hired, and without any undue premeditation as to whether he thought he would like the business or not, he started his career as a printer.

He was assigned to the pressroom, but like many another beginner on a country newspaper, he helped out at the case the day before publication, and also had to assist in the light binding common to a country office.

But Harry was ambitious. Naturally, he formed a keen acquaintance with the trade magazines and benefited much by persistent study and application. Yet there was ever present that desire for something bigger, better, broader, something to give sufficient scope to his latent capabilities. His imagination pictured the future and his mind acquired those matters necessary to make that future a reality.

Soon after, his parents changed their place of residence to Ottawa, and, of course, Harry accompanied them. Here he filled diverse positions of minor importance until he took charge of the letter-press work of a large and important American concern just then opening up in the Capital.

This only heightened his desire for further study and knowledge of his now accepted profession. Here we find Harry, with untiring persistence, adapting himself for better things, devouring all that came within his reach pertaining to his craft both in trade magazines and technical books, and acquiring even more thorough knowledge of all the various divisions of this complicated business of printing.

Finally, Harry found himself—or rather the position found Harry.

The Department of the Interior wanted an expert on printing, one to prepare printed work for the Department before it was given to the Printing Bureau, and to advise the numerous officials as to the preparation of copy, methods of production, etc. Harry was the man, and Hon. Frank Oliver, then Minister of the Interior, was successful in securing Mr. Leggett's services in that connection, which position he holds at the present to the satisfaction of his superiors.

The true artist never leaves school, and even his new work did not slacken Harry's interest or desire for further improvement.

Shorter Government hours gave him the opportunity he had long desired. Investing his savings in a supply of type faces, a hand press, ink, paper, etc., he attractively fitted up a resting place in his own home where he could spend his spare hours with his greatest pastime and hobby. One can often hear him say he would rather spend an hour in his den with his type and press than a week at any other recreation.

Naturally, Mr. Leggett's work is unusual to a considerable degree and shows the effect of his persistent study and effort.

Probably the dominant characteristic by which Mr. Leggett's work is distinguished can best be described as a sort of dainty simplicity. In his treatment of any subject or piece of work, Mr. Leggett seems to studiously avoid strong, harsh contrasts, and shows himself to be averse to anything like theatrical exaggeration. He seeks to prove by the manner of his work that it is possible for the typographer to reach after beauty without lapsing into prettiness and to achieve refinement without sacrificing strength.

It is his steadfast pursuit of this purpose, in his choice of materials and manner of dealing with them, that makes his work so significant and gives it so much value.

Many typographers in the search for attractive and original display are led away with the idea that elaborate decoration will produce the desired result. The ornamentation of their work is the first and main consideration. The question seems to be; how can I get this or that ornament into the job, how can I manage to use this or that border, or this or that decorative scheme? Little thought is given the copy, its proper presentation and display. Hence, the large amount of ineffective, unattractive, unconvincing work that is now being produced.

On the other hand there are those conscientious typographers who seem to fear the use of decoration and whose work is bold and severe in treatment. They seem to be under the impression that to gain attention, strong, harsh contrasts, both in type and inks must be employed, and apparently forget that the mind is attracted and influenced more deeply by gentle harmonies and subtle colorings.

Between these two opposites the work of Mr. Leggett points the intermediary course. His work



HARRY W. LEGGETT



Practically all of Mr. Leggett's work is distinguished by its striking originality.

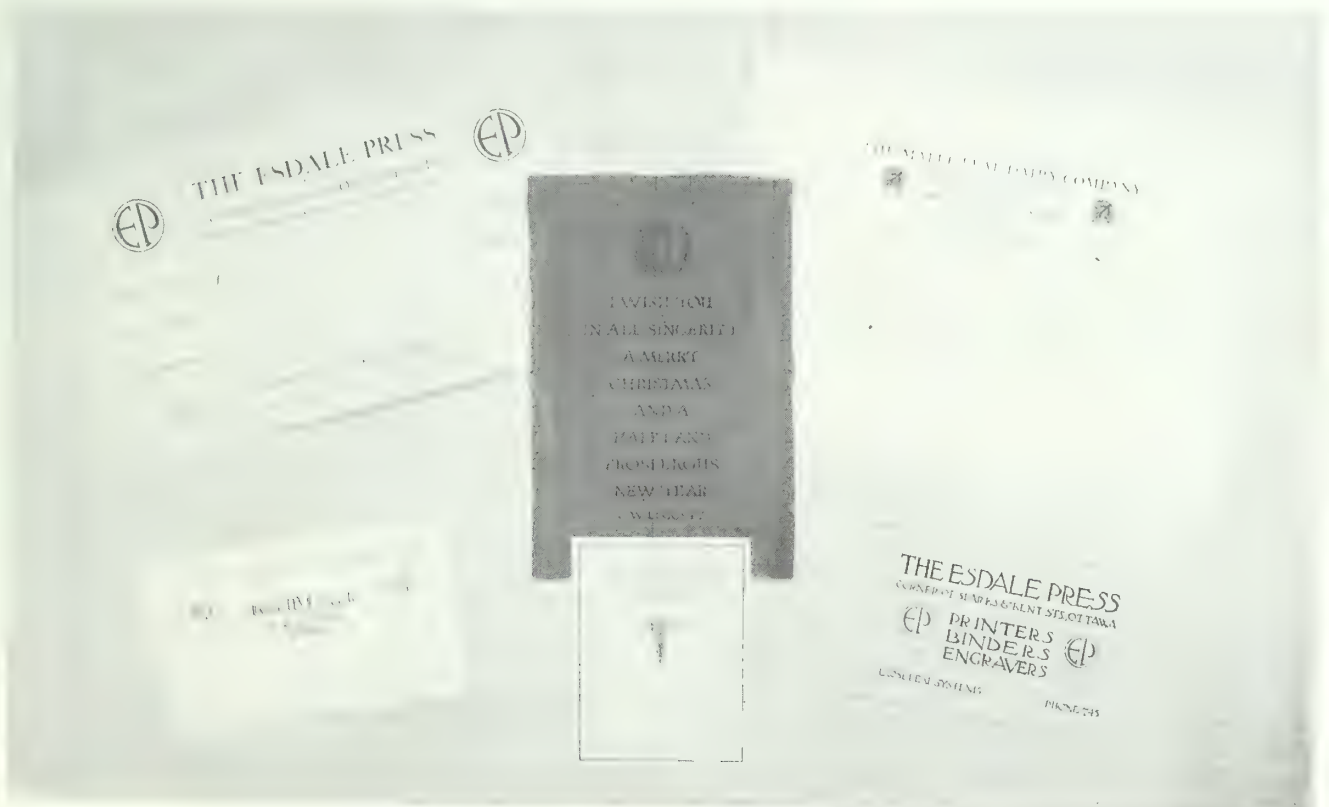


How in keeping with the subject is the grace and dignity of the above design.

seems to be neither over-done nor under-done, but to contain just that amount of contrast to best avoid monotony, just that amount of color to give sufficient life, just that amount of decoration to make the type matter and message more attractive and more interesting.

Those pieces of his work that are here reproduced

in no way do justice to the designer. To appreciate them most one must see the pleasing harmonies of ink, of stock, of type, of lettering. It is such work as Mr. Leggett's that is raising the standard of printing in Canada, giving it greater value and making it more effective and profitable, which in the end is the only true test of its value.



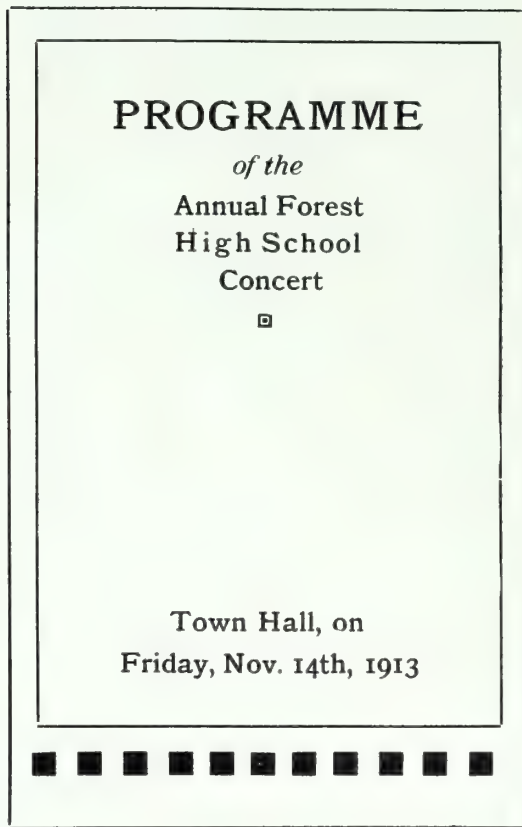
A few examples typical of the scope of Mr. Leggett's originality.

REVIEW OF SPECIMENS

Harold Ketch (with Forest (Ont.) *Free Press*.)—Each of the specimens show careful handling both as to style of type and method of treatment. In regard to the bill head, the right hand group of type matter would not have the pleasing effect it now pos-

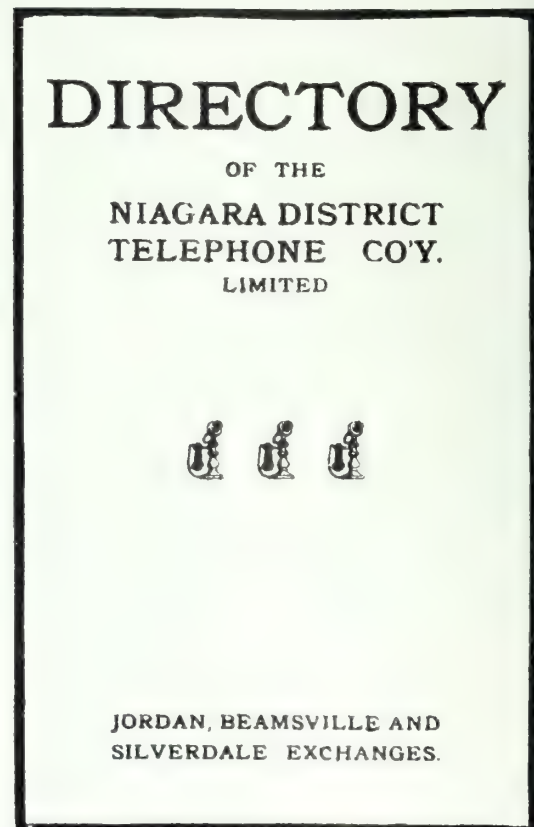
as to style of arrangement and the combination of inks and stock. However, the presswork is poor. Either sufficient color was not carried or the rollers were too hard to properly distribute it. On all work where antique paper is used it is advisable to carry full color and have the impression fairly heavy. The cover of the programme is here reproduced. The whole was printed in pale green and brown on India tint antique stock.

Thorold (Ont.) *Post*.—A dignified and pleasing typographical treatment combined with good presswork make your Centennial booklet a rather impressive piece of work. The cover is a heavy, deckle-edge, ripple finish, white antique stock. The design is here reproduced, but the original was very effectively divided into two colors, the ornament being in deep red and the balance black. The inside type



Pleasing cover page in pale green and brown on india tint antique stock, by Forest (Ont.) *Free Press*.

sesses if periods or commas had been inserted at the ends of the lines. No one connected with a business that would require such articles or services as here listed would fail to properly classify them even with the omission of the commas. What would improve this piece of work somewhat would be to shorten the dotted date line about two ems, lengthen the dotted signature line, and letter-space more evenly the fifth line in the right hand group of matter. Regarding the programme, there is no room for criticism, as the piece of work has been handled very effectively both

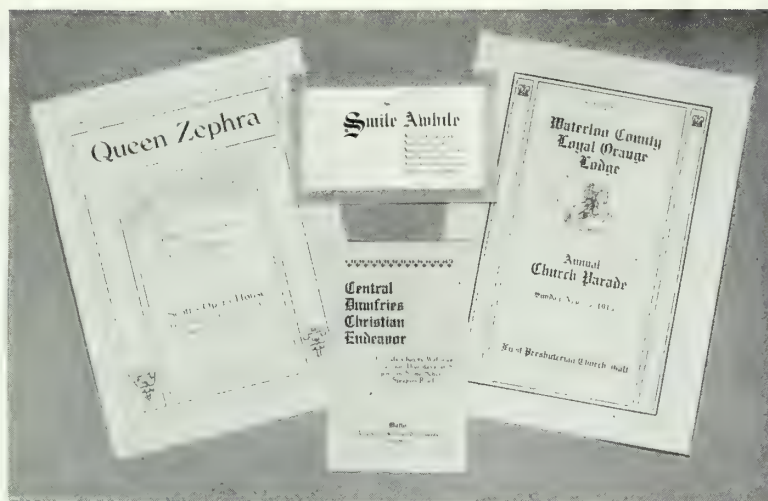


Neatly displayed cover page from Beamsville (Ont.), *Express*.

pages are printed in black on the same kind of stock as the cover. Numerous halftone illustrations are printed on coated paper and inserted at different intervals throughout the text pages of the book. They are separated from the text pages by embossed onion skin paper.

Thomas Wade, Cowansville, Que.—There is a noticeable improvement in all of your work. The type faces you now employ harmonize better and rule and decorative work is more appropriate and unobtrusive. The folder for the Girl's Friendly Society, though simple, is very pleasing and inviting.

J. W. Short, (with Galt Reporter Press), Galt, Ont.—The pleasing originality and restraint that



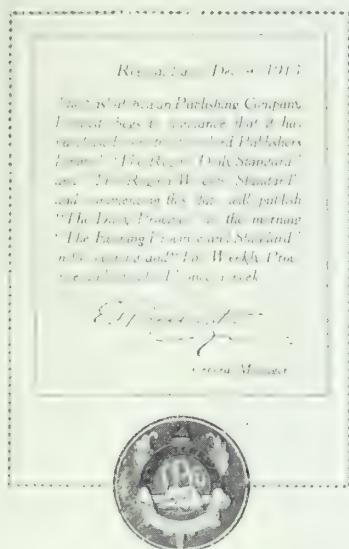
Neat typography from J. W. Short (with Galt Reporter Press), Galt, Ont

with your usual good treatment. The cover, which is here reproduced, is printed in orange and green on a grey, mottled antique stock. The inside is a neatly displayed announcement of Holiday printing. The type employed is the new series of Shaded Antique, which produces a beautiful, soft and refined effect. The type matter is embellished with simple rule work and appropriate Christmas decorations. It is printed in black, red and two shades of green.

Cowan & Brookhouse, Vancouver, B.C., recently submitted a very pleasing Christmas blotter, bearing a holly bough and Christmas wishes printed in red and green.

Beamsville (Ont.) Express.—Both of the specimens have been effectively handled and there is little that can be offered at least in the way of criticism. The arrangement of the ticket is unique but on account of the squared-up effect it may have been better to set it in straight caps throughout rather than in upper and lower. Notice how much better adapted to the squared-up effect are the caps in the Directory cover. Here is a cover that looks exceedingly well, especially on the dark brown paper on which it was printed. The only improvements that might be suggested would be to make the rule a little lighter and the first line a trifle shorter.

Ottawa (Ont.) Citizen recently produced a circulation booklet entitled "Account Rendered," which is notable for its pleasing appearance. The cover is a heavy, rich brown antique stock with the design in gold and embossed, and a portion blind embossed. The portion in blind embossing is a trade mark seal and is a rather important part of



From a folder printed in pale green, orange and black on white, hand made finish antique stock, by Saskatchewan Publishing Co., Regina, Sask.

distinguished practically all of your samples submitted from time to time is evident still, but to an even greater extent, in the samples recently received. Your work seems to lift ordinary commercial and society printing out of mediocrity to a degree of distinctiveness not frequently attained.

Saskatchewan Publishing Co., Limited, Regina, Sask.—The simple type arrangement and pleasing color combination seem to give the folder recently received a rather inviting appearance. The inside page is reproduced herewith.

W. H. G. Honneyman, Manor, Sask.—Probably the best of the samples submitted is the programme folder for the Brightwell Amateur Dramatic Com-

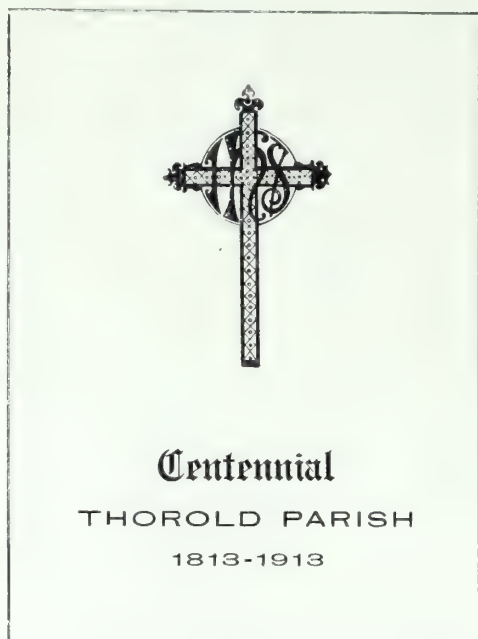
pany. The cover is simple and well balanced, but some of the small advertisements might have been improved. The letterhead for John B. Paul seems to carry a little too much decorative material, and the two small lines under the name would look better if set a little larger.

Leader Publishing Co., Limited, Regina, Sask.—The Christmas folder recently submitted has been handled

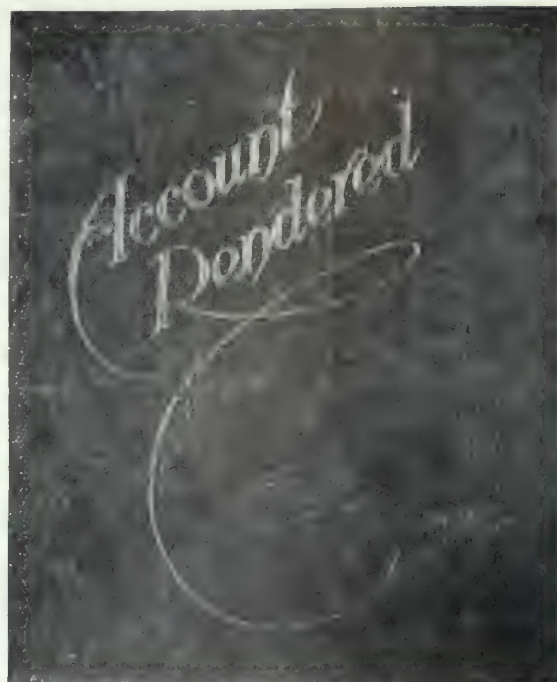


The first page of a Christmas folder by The Leader Publishing Co., Regina, Sask. The original is in orange and green.

the cover. As it is rather indistinct and is more than likely to be overlooked, it would have improved the effect of the cover if steps had been taken to make this seal stand out a little more prominently. The use of a plain instead of mottled cover would have helped considerably. The end leaves of the booklet are a light brown-grey and the inside type pages are printed in deep brown on buff coated paper which has been "roughed." The whole is bound together with a double strand of brown silk.



Dignity is always advisable for ecclesiastical work. From a booklet produced by Thorold (Ont.) *Post*.



Printed in gold and embossed on light brown antique stock. From Ottawa (Ont.) *Citizen*.

Pacific Printers, Limited, Vancouver, B.C.—The little booklet, "As a Man Thinketh" is certainly a distinctive piece of work. The cover is formed from a double fold of light brown crash finish, deckle edge, antique stock, with the name printed from a two-color letter in orange and black. The inside pages, which are sixty-four in number, possess a very pleasing appearance in orange and black on India tint antique stock, with a two-point rule around each page in orange ink. The initials which commence the new chapters are also in orange. The press-work on the whole is all that could be desired.



Before the Cable Was Laid

IT IS interesting to note the old time difficulties which had to be contended with in the middle of the last century when St. John, N.B., occupied much the same position to the newspapers of the continent as it now does to the winter trade of Canada. In the days preceding the laying of the Atlantic cable most of the English and foreign news was sent out by telegraph from St. John, having been brought across the ocean to Halifax by steamer, and forwarded at once to this city by special post. In 1849 a Press Association was formed for the purpose of establishing a fast news service between Halifax and St. John, for from here the American dailies received their news by wire.

When the steamers left Liverpool, the latest English papers were scalped, the clippings placed in a tin can, a small flag was attached and a seal put on the package. The can was duplicated along with its contents. On arrival at Halifax one of the cans was retained by the steward while the other was thrown to two men in a rowboat who hurriedly

rowed ashore, and delivered the can of news to a man waiting for it on horseback. He then dashed along the road to the first relay station, where another rider took it and so it was hastened on its journey to St. John. Here the clippings were condensed, put on the wires, and sent to papers in Boston, New York, Washington, and other United States centres. Later when the trains began to run they were used, but at first because a telegraph company which had built a line through Nova Scotia, refused to handle the press news, it had to be brought in the can by horse and carriage to Sackville, and here it was placed on the wire.

In these days when every little village has a telegraph station and one or more newspaper correspondents, when the various press associations wield an influence in all parts of the world, and when the news of the morning in farthest eastern points is published in the afternoon in the west and in other parts of the world, the contrast is certainly interesting.

Suggestions to C.P.A. from Western Publisher

H. M. Walker writes to Printer and Publisher Outlining Plan Whereby Canadian Press Association Can Extend Its Activities in a Way to Accomplish Much Good*

Editor *Printer and Publisher*.—

Dear Sir,—In his talk before the convention of the Alberta and Eastern British Columbia Press Association, at Edmonton, on Sept. 12th, Mr. Imrie said much of profit and interest to the craft as to what was being done and what was in contemplation by the Canadian Press Association. At the conclusion of his remarks the convention decided to merge the Alberta and Eastern B. C. Press Association into the Canadian Press Association, which is sufficient evidence of the merits of the proposition offered by Mr. Imrie, and it is as well to add that the acceptance of the proposition of merging was unanimous. I do not wish to refer further to this phase of the matter. Am in hearty accord with it and believe it is the only way to successfully organize the newspapermen of the Dominion—through one national organization head.

I would like, however, to urge upon Mr. Imrie, as secretary of Canadian Press Association, a suggestion which seems to me to be most needful at this time. We all know how much we need the Canadian Press Association. We know what can be accomplished in and through it. We know it provides the only way out of the many problems confronting the profession and standing in the way of the successful development of the printing business as a whole. We know that a Dominion-wide organization is essential and should be the object of all our efforts.

What I would like to point out is my humble opinion as to the best means of achieving this result and making Canadian Press Association of the greatest benefit to its members right in their home community, by making it a practical working organization through which every office in the Dominion might receive help and profit.

This, it may be argued, it already is. And I am prepared to admit that the Canadian Press Association has aided and is aiding its members greatly, but primarily from the point of view of the advertising manager of the newspapers—the large newspapers—and not materially the small offices not in touch with the city organization.

I refer to the importance of having the Canadian Press Association based, in its organization, upon a unit basis; that is, to have the national organization so planned that units of it could be formed in outlying districts where local conditions embracing say eight or ten offices would make it profitable to each of these offices to get together locally, under regulations and prices compatible with the business and conditions prevailing there, which may be quite different from conditions prevailing in a neighboring locality, though the offices of each locality may be members of the Canadian Press Association.

The need of some system of unit organization became most apparent at the convention when Mr.

Imrie and others discussed the question of advertising rates, etc. What was satisfactory to districts in the prairie provinces, and what was said to prevail in Manitoba and Ontario, generally, in the larger centres, was not acceptable to the smaller papers in the districts of Alberta and British Columbia. And what would satisfy the newspapers of some districts in these latter provinces would not satisfy the offices of other districts in the same province. Local conditions seemed to weigh heavily in the matter.

We have had the Okanagan Printers' Guild organized nearly four years. Its membership embraces nine offices—all the shops in the district—and one cannot speak too highly of the good work accomplished through it. We have our own price list, advertising rates, and regulations, and while not questioning the fairness of the Canadian Press Association rates, etc., we are quite sure that the Canadian Press Association can never cover our requirements as closely as our own local association has covered them. And yet we feel, as a unit, that we need the Canadian Press Association as much as the Canadian Press Association needs us.

It is this practical knowledge that makes me feel that the Canadian Press Association should evolve some system of organization that takes care of the industry in units, instead of by a general blanket organization which never can get close to the needs of each district. Various districts must of necessity have conditions prevailing which make the needs of one section quite different from those of a neighboring district. For instance, there may be a number of city offices organized under the general regulations of the Canadian Press Association, yet their prices, calculations, etc., would not cover the requirements of the smaller offices in the neighboring rural districts close at hand. Nor will the rates charged in the rural districts in Ontario or Manitoba or the Northwest satisfy the rural districts in British Columbia. There are, indeed, many reasons that might be given why the unit system of organization should be adopted by the general association. Closer organization at home, enabling the offices to get together now and then to discuss and overcome difficulties that are locally felt, and for which the national organization can offer nothing, will do more to advance the interests of the individual offices as well as of the Canadian Press Association than many years of scattered effort through the general blanket organization.

Much more could be said in this connection, but I feel that I have said enough to make the main point clear.

Very truly yours,

The Press,

H. M. WALKER.

Enderby, B. C., Oct. 12, 13.

(4F)

Definitions—Sometimes

Yesterday—Delivery date of all work received up to and including to-morrow night.—*Platt Young.*

Salesman—A slick guy who sells something he cant deliver to someone who doesn't want it.—*Platt Young.*

*It is hoped that Mr. Walker's communication will encourage a still greater interest in C.P.A. work. The suggestions it contains are respectfully referred to the Board of Directors of Canadian Press Association in the hope that they may be of assistance in formulating a more detailed plan of organization in time for submission to the 1914 annual meeting.

THE RESET ADVERTISEMENTS

The volume of Christmas advertising carried by the weeklies and smaller dailies during December was very gratifying. Even as early as the last week in November considerable Christmas copy was appearing in some papers, and the first week in December saw the holiday campaign in full swing.

It was regrettable, however, that a few papers appeared to be comparatively unaffected by the festive season, so far as increase in business was concerned. This goes to show what was emphasized in our last issue, that it rests largely with the newspaper whether or not it gets its fair share of seasonable advertising. It is certain the extra business is to be had, but like most good things, it must be gone after judiciously and persistently.

As a study of the group of specimens shown below will reveal, there is still much room for improvement in the matter of copy used and from the standpoint of typographical arrangement as well. The question of copy rests largely with the advertiser, but the advertising manager of any paper, large or small, should always be prepared to offer helpful advice in this connection, but care should be taken to approach the subject in a manner that will not be likely to give offence. This is a good investment of time and thought because it is very decidedly to the newspaper's advantage to secure for the advertiser the maximum returns from his expenditure. It is desirable also that the whole newspaper present as newsy and well-written an appearance as possible and to do this "freak" ads. and unattractive copy should be eliminated. As to the typography it may perhaps be

thought that some allowance should be made on account of the great rush of work during December. This, however, is hardly a valid excuse, as it takes very little longer to set ads. in good style, when once the basic principles of all good typography are correctly understood. It is with this broader idea in view that these friendly criticisms are given from month to month and it is hoped that they are found helpful to many printers. If any points are not clear a letter to the Editor, *Printer and Publisher*, Toronto, asking for information, will be promptly answered.

Example 1. Too scattered and straggly; difficult to read. Copy is principally an announcement of change in ownership and a formal arrangement as shown in the insert is more appropriate.

Example 2. Alluring heading copy was overlooked in the words "Only three weeks more." Too crowded; not sufficient white space. Difficult copy, however.

Example 3. The heading, "For a Christmas Present" is so commonplace and general that it would add interest at first glance to use the word "Jewelry" in conjunction with it. Advertisements of jewelry and other expensive goods should be particularly refined and dignified in tone.

Example 4. Wood types should never be used in small ads. It detracts unwarrantedly from everything else on the page. Abbreviated form of the word "Christmas" is discouraged by many good copy-writers.

Example 5. Copy is very inferior. Too many lines advertised. "Have you seen our" should not be the main line in any case; it is not sufficiently complete.

Example 6. "We can help you fill the kiddies' stockings" would be a heading more likely to hold the readers' interest. See insert for suggested reset.

Example 7. Copy is excellent but typography extremely poor. There is only one readable way for arranging a price list; that is, all items flush at left side and prices flush at right side. (See reset.) Too many kinds of type have been used and ad is far too crowded, also.

ANNOUNCEMENT

We have purchased the General Store business of
JOHN CLARK
And are adding many new and attractive lines that
we know will prove to be in big demand.

We have a full stock of
all the latest goods
and are adding many new and attractive lines that
we know will prove to be in big demand.

No trouble to show our goods,
whether you make a purchase or not

YOUR XMAS SHOPPING
Can be done with us to your advantage.
CALL AND GET ACQUAINTED

HAM & GRANT

Successors to John Clark
Englehart Ontario

Christmas!

Only three weeks more in which to purchase your Xmas presents. **Get busy, you haven't too much time.** Be wise! Make a list of selections from our large and well assorted stock. Our stock was never so large as now. Includes:

Books, Bibles, Hymnals, Toy Books,
Toys, Chinaware, Xmas Cards,
Fountain Pens, Perfume, Hand
Satchels, Purse, Stationery

in large variety. Come early and get first choice. Goods reserved by paying a small deposit.

D. S. Morrow,
DRUGGIST,
Headquarters for Xmas Goods, BEETON, ONT.

For a Christmas Present

Jewelry Is the Most Appreciated

We have a full stock of all the latest goods and are adding many new and attractive lines that we know will prove to be in big demand.

Give us a call

L. A. BROUILLETTE
JEWELER AND WATCHMAKER, SARNIA, ONT.

HERE WITH Show the originals of the advertisements which have been reset for this month's insert. Read the article on this page for constructive criticism.

XMAS! SPECIALS!

Now Opened for the Xmas Season

ENGLISH CHOCOLATE TOPS, BULL, GREEN AND BROWN

These are the best of their kind and are very popular.

See our display of these goods in our window.

See our display of these goods in our window.

See our display of these goods in our window.

See our display of these goods in our window.

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See our display of these goods in our window.

See our display of these goods in our window.

FILL THE KIDDIES' STOCKINGS

with goods from our store.

We keep a full stock of:

Bananas Oranges

California Grapes Candies

Walnuts Peanuts

We also carry various other lines of goods and a full stock of Fruit at all times.

BUY YOUR CHRISTMAS FRUITS FROM OUR STORE

See our display of these goods in our window.

See our display of these goods in our window.

See our display of these goods in our window.

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See our display of these goods in our window.

See our display of these goods in our window.

China Hall Grocery

Corner MAIN & TIMOTHY STS

QUALITY the true test of CHEAPNESS

Our Christmas Fruits are all

At Quality at the Lowest Prices

See our display of these goods in our window.

See our display of these goods in our window.

See our display of these goods in our window.

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See our display of these goods in our window.

See our display of these goods in our window.

ANNOUNCEMENT

We have purchased the
General Store business of

JOHN CLARK

and are adding many new and attractive lines that we know will prove to be in big demand. We solicit a continuance of the patronage that has been accorded Mr. Clark and assure you of an earnest effort on our part to serve you honestly and satisfactorily. No trouble to show our goods, whether you make a purchase or not.

Your Christmas Shopping can be done with us to your advantage.

Call and Get Acquainted.

HAM & GRANT

(Successors to John Clark)

ENGLEHART :: ONTARIO

CHRISTMAS!

Only Three Weeks More

in which to purchase your Xmas presents. *Get Busy!*, you haven't too much time. *Be wise!* Make your selections from our large and well assorted stock. Our stock was never so large as now. It includes *Books, Bibles, Hymnals, Toy Books, Toys, Christmas Cards, Xmas Cards, Fountain Pens, Perfume, Hand Satchels, Purses, Stationery* in large variety. Come early and get first chance. (Goods reserved by paying a small deposit.

D. S. MORROW, Druggist

Headquarters for Christmas Goods
Beeton, Ont.

[EXAMPLE 2]

Christmas Specials!

Call at my store and inspect the full line of Christmas presents for your Sweethearts and Friends.

ENGLISH CUSHION-TOPS

Blue, Green and Brown

JAPANESE CUSHION-TOPS

Made of pure silk in various colours

Combination sets of arm-bands, suspenders and garters. Silk neck-scarfs in gray, blue and black.

CARL. J. BRAREN

[EXAMPLE 4]

Have You Seen Our Christmas Stock of
**Fine Chocolates
and Bonbons?**

Prices from 60c. to \$5.00

Japanese Oranges have arrived.
Allan's Pure Apple Juice Cider
in stock.
Celery expected for Saturday.

Leave us your orders for Mince Meat,
Christmas Cakes, ornamented and plain.

THOS. G. BROWN
BAKER AND CONFECTIONER

All kinds of Tobaccos, Pipes, Cigarettes on hand.

[EXAMPLE 5]

China Hall Grocery

CORNER OF MAIN AND TIMOTHY STREETS

"Quality the True Test of Cheapness"

Our Christmas Fruits are all A1 Quality
at the Lowest Prices.

Choice Currants, 3 lb.	- - - - -	25c.
Vortizza Currants, 2 lb.	- - - - -	25c.
Fine Large Valencia Raisins, 3 lb.	- - - - -	25c.
Extra Large (Crescent) Raisins, 2 lb.	- - - - -	25c.
Seeded Raisins in cartons	- - - - -	10c.
Seedless Raisins in cartons	- - - - -	10 and 12½c.
Orange, Lemon and Citron Peels, mixed, lb	- - - - -	20c.
Table Figs (pulled and layer)	- - - - -	20c.
Table Figs, smaller size	- - - - -	15c.
New shelled and unshelled Almonds, Walnuts and Pecan Nuts, Cherries, Crystallized and in Bottles. Choice Dates in package and bulk. Very fine cluster raisins.	- - - - -	

The Leading Reliable Up-to-date Grocery
W. L. BOSWORTH
For Good Service and Quick Delivery — Phone 43

[EXAMPLE 7]

For a Christmas Present—Jewelry

is the Most Appreciated

We have a splendid assortment in Watches, Chains, Rings, Bracelets, Brooches and all kinds of Pins. Also Silverware, Cut Glass, and Ebony Goods, etc. We also sell the Waterman's Ideal Fountain Pen. Give us a call.

L. A. BROUILLETTE

Jeweler and Watchmaker

Sawyerville, Quebec

[EXAMPLE 3]



Fill the Kiddies' Stockings

With Goods From Our Store



We have a full stock of BANANAS, ORANGES, CALIFORNIA GRAPES, CANDIES, WALNUTS, PEANUTS.

We also carry various other lines of goods and a full stock of fruit at all times. Buy your Christmas fruits from our store.



P. BONDI, *Opposite Post Office*



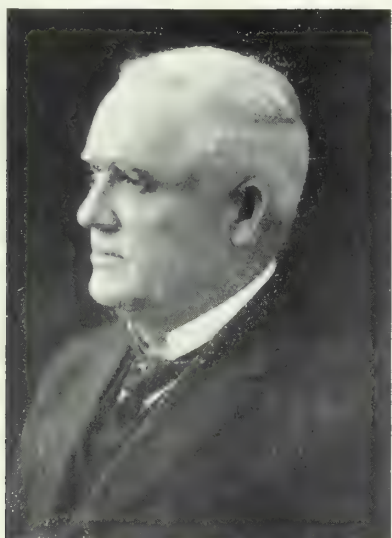
[EXAMPLE 6]

McInnis Papers Bought by Regina "Province"

Daily Standard, now known as "Evening Standard and Province" — Weekly Standard Combined with Weekly Province—Daily Province to be Continued as Morning Paper

AS A CLIMAX to negotiations which have been pending for some time, the entire newspaper interests of the Standard Publishers, Limited, Regina, were taken over on December 4 by the Saskatchewan Publishing Co., Limited, and in future the daily and weekly editions of the *Standard* will be published by the latter company, the *Weekly Standard* being combined with the *Weekly Province*.

J. K. McInnis, who founded the *Weekly Standard* twenty-five years ago, and later took his sons into the business with him, has been a prominent figure in the building up of the city and province in which he lives. Always a keen and energetic business man, Mr. McInnis has amassed a considerable fortune and



J. K. McINNIS
Founder of Regina Standard

indeed, he is reputed to be one of Regina's wealthiest citizens. His interests and those of his sons have not by any means been confined to newspaper publishing, however. It is safe to say that the name of McInnis is quite as well known in Western Canada in connection with grain growing and mixed farming as it is as the name of the publishers of Regina *Standard*. Of later years the family has become engrossed in the business of handling city real estate on a large scale and in extensive building operations, both for business and residential purposes.

Mr. McInnis says in his farewell article, published in the *Standard* of December 3, that his reasons for wishing to retire from the newspaper business are purely economic ones and are merely in accordance with the modern principle of conservation of both physical and monetary expenditure that is resulting in the amalgamation and consolidation of all sorts of commercial and industrial enterprises.

It is safe to say that the retirement from journalism is an unpleasant sensation to one who has piloted the career of a newspaper enterprise as managing editor for so many years as has Mr. McInnis. To quote his own words: "And yet parting hath a pang. The Editor feels to-day as though he were parting with a moiety of his individuality, of his very life itself."

Only the newspapers, the *Weekly Standard* and the *Daily Standard*, have been sold. The real property and the printing and bookbinding plant are being retained and the company will continue in the job printing business as formerly.

E. F. Boddington, who took charge of the *Province* last March, will continue as general manager of the company. Mr. Boddington has been in newspaper work for over twenty years, and has had a wide experience in the United States and Canada. He began on the Montreal *Star* and was later city editor of Montreal *Herald*. Fifteen years were spent in the United States as editorial writer on Brooklyn *Eagle*, Sunday editor on New York *Evening Post*, and managing editor on Binghamton *Press* and Columbus *News*. For eighteen months prior to his present connection, Mr. Boddington was with Toronto *Star*.

C. B. Pyper, formerly of Toronto *Star*, is editorial writer on the morning paper and W. L. McTavish, formerly of the *Standard*, will continue as editorial writer on the evening paper.

The *Province* is now on practically the same footing as the *Leader*, so far as numbers of newspapers are concerned. Both now have morning, evening and weekly editions. There are no other dailies in the field. The relative progress of the two competitive Regina publishing interests will, therefore be watched with particular interest.



Paper Mill for Western Canada

Western Canada is to have a \$250,000 paper mill, though evidently not in the very near future. A contract has been entered into, however, between H. C. Struchen, of Minneapolis, and the city of Prince Albert whereby the former is to erect a quarter million dollar pulp and paper mill on a free site of ten acres provided by the city. The city is also to furnish Mr. Struchen with horse power from La Colle Falls at special rates, on the understanding that the mill is to be ready for operation by the time the power is developed. The city is to notify Mr. Struchen one year in advance of date at which it will be ready to deliver power.



Quebec Government to Censor Liquor Advertising

The bill to amend the Liquor License Law to come up at the next session of Quebec Legislature contains a clause designed to prohibit statements in advertisements published in periodicals of any kind which claim that the liquor advertised is "beneficial to health or mind."

A PAGE FOR APPRENTICES

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

Part 5. Job Composition. (Concluded)

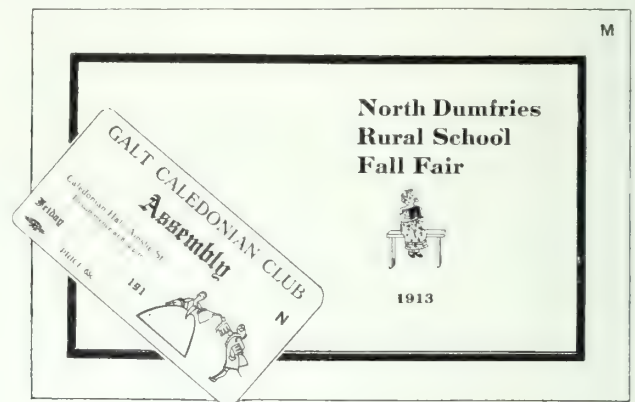
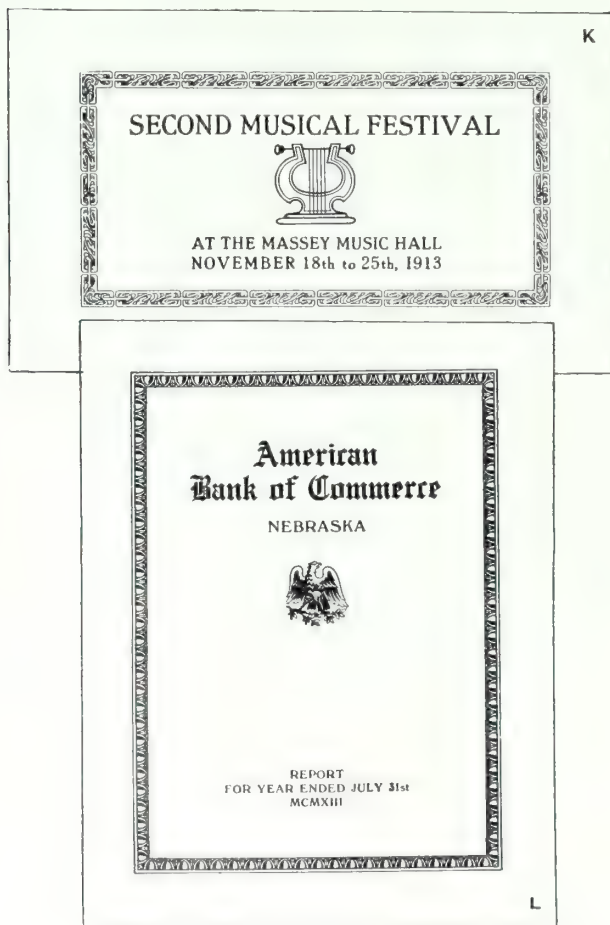
SYMBOLISM OF BORDERS AND ORNAMENTATION.

ONE OF the greatest discrepancies of the young printer is in the use of borders and ornaments. The "Ginger Bread" age is obsolete, but still, especially among the younger members of the craft, the tendency is to introduce ornamentation in a marked degree, oftentimes utterly devoid of reason, symbol or symmetry. Much could be said against the usage of ill-toned ornaments, but, as stated with regard to the tone of type, this part of the lessons is inopportune. For the present we are dealing with the symbolical or suggestive side of the subject.

In using a border in conjunction with Black Let-

ter or Text, it must needs be of a period appertaining to the same, and excellent examples of pointed Old English borders are in all the up-to-date founders' books. By the same argument, Roman types demand

a formal, chaste style of border, based on structural or geometrical lines; while Italics need the company of more informal, recherche and graceful subjects; and modern Gothic families call for purely rigid, stable rules and borders as their companions.



Ornaments are strongly suggestive when used in a job, and extreme care should be taken that their use should coincide with the subject in hand. They may be symbolical of the trade or profession, of the season, or the occasion; but better to have no ornament than one that has no direct bearing on the subject. (See Examples H, J, K, L, M, N.)

Ornaments, more or less conventionalized, are procurable from stock for most any subject, and there is no reason whatever why, if an ornament is needed, it should not be appropriate.

The Seasons, especially, call for careful treatment in this respect:—Spring, the season of the leafy tree; Summer, the season of flowers; Autumn, the season of corn, grapes and nuts; Winter, the season of snow scenes, etc. Of the calendar months, also, careful treatment or ornamentation can be made exceedingly suggestive; for instance—December, the month of holly, mistletoe, evergreens and candles; February, the month of St. Valentine; March, the patriotic month of the Irish St. Patrick; April (as a rule) the month of the glorious Easter Lily; June, the month of roses; and so on ad libitum.

SOME SYMBOLS AND THEIR MEANINGS.

National Symbols:
 Maple Leaf—Emblem of Canada.
 Eagle—Emblem of America.
 Fleur-de-Lis—Emblem of France.
 Rose—Emblem of England.
 Thistle—Emblem of Scotland.
 Shamrock—Emblem of Ireland.
 Loek—Emblem of Wales.
 Chrysanthemum—Emblem of Japan.

The Elements:
 Wind—Inspiration.
 Water—Truth.
 Lightning—Vengeance.
 Light—Knowledge.
 Fire—Power.
 Clouds—The Occult.
 Sun—Manhood.
 Moon—Womanhood.
 Stars—Exalted Beings.

ter or Text, it must needs be of a period appertaining to the same, and excellent examples of pointed Old English borders are in all the up-to-date founders' books. By the same argument, Roman types demand

Geometrical:

Triangle The Godhead.
 Trefoil The Trinity.
 Quatrefoil The Evangelists.
 Greek, Maltese or Latin Cross—
 The Church.
 Square Truth.
 Heart—Love.
 Circle—Eternity.
 Star—Wisdom.

Flowers and Trees:

Oak Strength.
 Olive Peace.
 Orange Fruitfulness.
 Palm Victory.

Pine—Vigor.

Poplar Inspiration.
 Poppy—Death.
 Thorn—Suffering.
 Willow—Mourning.
 Wheat Harvest.
 Wreath (Immortelles) —Homage.
 Apple Discord.
 A Bouquet Complimentary.
 Cyprus—Mourning.
 Holly and Evergreens Yuletide.
 Fruit—Plenty.
 Grapes—Pleasure.
 Ivy—In Memoriam.
 Laurel—Victory.

Animal Life:

Centaur Wisdom.
 Butterfly Gayety.
 Bull—Symbol of April.
 Bear's Head—Christmas.

Bird—Freedom.

Bee—Industry.
 Bat—Night.
 Donkey—Stupidity.
 Ant—Generalship.

SYMBOLISM OF COLOR.

A suggestive color scheme is a sure and significant incentive to the production of symbolical printing; and when the stock itself forms part of the color scheme the effect is enhanced more so. Many reliable and correct color combinations on white stock are utterly devoid of interest when coupled on a distinctive colored stock or on a stock of delicate tint. To go into the subject at any length would only be to repeat what has been oft-times published in reliable text books and trade journals, but as we are dealing with the subject for the sole benefit of young and inexperienced printers, the manner of procedure may be pardoned.

Color has always been symbolical. Every country and every religion has its symbols in color; and even the heathen natives of practically unexplored regions don different colors as being suggestive of different phases of their lives or even to denote rank.

Colors have not the same significance in all parts of the world; as for instance—White, which is the recognized bridal color in the Western hemisphere, is suggestive of death and mourning in parts of the Eastern hemisphere. Black, the color of mourning in our New World, is substituted by Violet in various parts of the Old World.

The Primary colors—Red, Yellow and Blue, have as their symbolical meanings Passion, Inspiration and Truth, in the order named; while the Secondary colors represent: Green, Hope; Orange, Wisdom; Violet, Patience.

It is perhaps argued by some that all this has no direct bearing on the printing craft, and we are fully agreed that for the very ordinary printer and printing it is superfluous, but we are as certain that the student who wishes to excel and climb a notch higher will gain many pointers by the application of these rudiments to his studies.



The Advertiser's Obligation to the Publisher

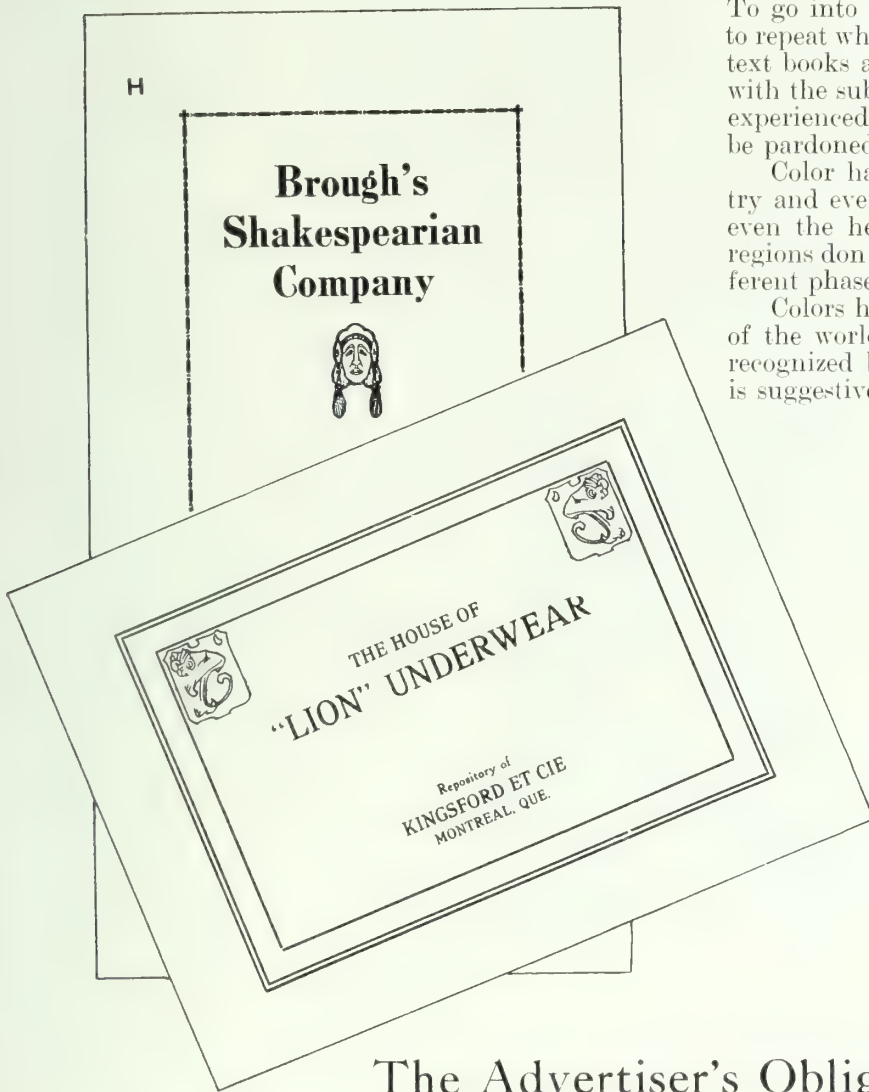
First:—The advertisers are chiefly responsible for the abuses that they condemn, in advertising and publishing methods—because they practice them, or connive in them or publicly give financial support and quasi-approval to them, without which such abuses could not exist.

Second:—The abolition of these abuses by the advertiser's refusal to support or to recognize those who practice them, is the advertiser's chief obligation to those publishers who do not practice nor permit such abuse.

Some specific examples:

The publisher is properly expected to keep his pages clean and to maintain such standards throughout the editorial and business departments as will make his recognition of an advertiser in that adver-

tiser's presence in his pages, a guarantee of the advertiser's products and methods and their right to general recognition. The publisher of the worthwhile journal is, and he needs to be, on the alert lest he become a mere capper for the faker-advertiser seeking the lambskin of such recognition and association to hide his wolfish designs and let him into the fold with such a certificate of character, as only the reputable publisher can furnish. On the other hand, the advertiser should be expected to keep his own skirts clean and to maintain such standards in his advertisements and in his methods throughout as will make his recognition of a publication and his presence in its pages a guarantee of that journal's worth and methods and its right to general recognition.



Who's Who in Canadian Weekly Journalism

By W. A. Craick.

No. XXIV.—John D. MacDonald, Editor of the *Advocate*, Pictou, N.S.

PICTOU'S one and only newspaper possesses the somewhat unique distinction of being published underneath a moving picture theatre. Time was when newspaper offices were generally to be found in close alliance with stationery stores and other highly dignified business emporiums, but this sidling up to the more modern and sensational "movie" is quite a new phenomenon.

As a matter of fact the alliance is not so ominous as it looks. It has been the outcome of circumstances over which the proprietor of the *Advocate* has not had much control. When the Pictou weekly was burned out some thirteen or fourteen years ago, its owner conceived the idea of adding an upper storey to his building which might be used as a public hall until such time as the expansion of the newspaper and job printing business on the ground floor should make the use of the upper floor for the accommodation of the plant a necessity. For several years the upstairs annex was a sort of large white elephant resting on the body of the newspaper and then the advent of the moving picture craze gave relief. The premises were transformed into a theatre and now are nightly thronged with pleasure-seeking crowds of Pictonians.

In the editorial offices underneath, neatly stowed away on shelves, stand the complete files of the Pictou *Advocate*, twenty big volumes, all but one of which are bound in red. The exception is a black volume and it marks the year of the fire. At the time of the conflagration this particular set of issues was in the hands of the binders and it escaped destruction. Its original predecessors were all destroyed, but subsequently they have been replaced and the series is now intact.

It is with no inconsiderable degree of pride that John D. MacDonald, editor of the *Advocate* and president of the Advocate Printing and Publishing Company, Limited, points to the rows of volumes. They represent his life-work to date, the visible total of his labors as a newspaperman. They are all his handiwork from first to last. He was the originator of the paper and has been its editor ever since No. 1 was prepared for the press twenty years ago. What this means from the sentimental standpoint at least, every weekly publisher who has a score of volumes to his credit will understand.

Mr. MacDonald is now a man in the prime of life. He belongs to a family which has long been prominent in Pictou County. The MacDonalds of Pictou have been numerous and influential ever since their forebears settled in Nova Scotia back in the eighteenth century. They may have lost the Gaelic tongue in the interval but they still preserve many of the character-

istics which have been so noticeable in the careers of the hardy Scots who have been raised in Pictou and its neighborhood.

J. D. MacDonald came by his newspaper experience naturally. His uncle, the late E. M. MacDonald, who in his time was Member of Parliament for Lunenburg County, owned the *Eastern Chronicle*, which was then published in Pictou. Moving to Halifax to enter journalism there, he handed over the charge of the *Chronicle* to Mr. MacDonald's father. The latter conducted the paper for some time until it was sold to other parties who moved it to the growing town of New Glasgow. Meanwhile the son had entered the printing office and acquired a knowledge of the art. He was an enthusiast, loved the business and was devoted to the printing trade.

At eighteen years of age J. D. MacDonald found himself the proprietor of a plant of his own. It was a small job office, but it was a wonderful institution in the eyes of its youthful owner. He entered on the development of the business with eagerness and the merchants of Pictou were soon supplied with up-to-date printed matter that exceeded in style and workmanship anything that had hitherto been turned out in the town.

In 1893 there was a change in the newspaper situation in Pictou. Two papers had been running, the *Standard* supporting the conservative party and the *News* appearing in the interests of the liberals. Following the destruction by fire of the *Standard* office, the latter company bought out the *News* and for a time there was no liberal paper in the place. Largely through the influence of his

brother, E. M. MacDonald, who even then was inspired by political ambitions, J. D. MacDonald was then induced to start the Pictou *Advocate*. While his tastes were largely centred on the job printing end, yet he took up the new venture with enthusiasm and during the years that have since elapsed he has succeeded in building up a substantial newspaper property on a solid foundation of worth.

Passing down the winding main street of Pictou, the newspaper office and moving picture combination is conspicuous on the right hand side. One may perhaps be more easily attracted by the flaring posters of the latter but the name of the paper is quite plainly observable on the large windows of the main floor. Inside there is to be found a compact and well-equipped plant, of which Mr. MacDonald is not a little proud. Indeed, few offices in towns the size of Pictou are so well supplied with up-to-date machinery or are so serviceably arranged. Two monolines with a Cottrel press and folder and several job presses comprise the equipment.



JOHN D. MACDONALD

The man who has been responsible for this development is as genial and hospitable a Bluenose as one could wish to meet. Of medium height and solid build, he has a broad and pleasant face with curly hair and light moustache. He looks the part of the printer and even yet delights to strip off his coat, put on an apron and go out into the shop to help his men at times when work is crowding up the plant. He is always "on the job" where most needed.

Believing that one politician in the family is enough at a time, Mr. MacDonald has never dabbled in politics except to give brother E. M. a helping hand now and then. As a rule he tries to avoid political controversy in his paper except at election times, when he allows himself some latitude and strikes out with a vengeance. For the rest he can play his part when necessary on the platform, possessing his share of the eloquence for which the family is noted.

Mr. MacDonald was one of the prime movers in the formation of the Nova Scotia Press Association some years ago and is a thorough believer in the benefits of organization. He was first president of the provincial associations, helped to merge the N.S. and N.B. Associations into the Maritime Press Association and has done his share towards supporting the recent movement which has brought all the press organizations of Canada into Canadian Press Association.

In his newspaper work he finds all the hobby necessary for his satisfaction. To get out a clean, gossipy local weekly is his aim and that he is suc-

ceeding, an examination of an issue of the *Advocate* will prove. It is a well-printed sheet, running ten pages regularly and expanding occasionally to twelve and in it local news has the main place. This development of local features, Mr. MacDonald believes, will be the salvation of the country weekly in face of the competition of the city dailies.

Though he has served as town councillor and has been a member of the school board, Mr. MacDonald has avoided office as much as possible. At the same time he has not been lacking in public spirit. He has been active and zealous in hospital work and the success of the Pictou Cottage Hospital is due in large measure to his efforts, both as an officer of the board and as a writer of helping articles.

He is not to be classed as a sport. He enjoys an occasional day's fishing, curls a little in winter and relishes travel, when he can get away. He reads a great deal and finds particular pleasure in posting himself on works dealing with the history of Canada.

It may be interesting to add that he is not the only member of the family who has gone in for journalism. Another brother, P. M. MacDonald, who was formerly a minister in Toronto, has recently become associate editor of *The Presbyterian*, published in that city. Nor have the two E. M. MacDonalds, uncle and nephew, been the sole legislators in the family. Another uncle, A. C. MacDonald, represented Pictou County for several years in the provincial legislature.



The large frame building in the foreground is the *Advocate* office, Pictou, N.S.



Amount of Advertising in Weeklies

THERE WOULD appear to be no end of statistical statements and all sorts of comparisons respecting the volume of advertising carried by metropolitan daily newspapers and magazines. Yet very little is heard of even the aggregate amounts in columns or inches, to say nothing of making detailed analyses and comparisons, in the case of the smaller dailies and weeklies.

Printer and Publisher will be pleased to publish in the February issue, a statement respecting weeklies, and would, therefore, ask publishers of weeklies to furnish the following information:

1. Total amount of paid advertising carried during 1913 (exclusive of ready-print pages).
2. Size of paper. Number of columns; usual number of pages; (State if all home-print or give number of pages home-print and number ready-print).
3. Population of town in which paper is published.

The co-operation of many weekly publishers will make this table extremely interesting and valuable. Will you do your part now?

St. Mary's *Journal* claims an average of 40 columns (about 800 inches) per issue. It is believed their average constitutes something of a record, but that supposition remains to be proven. However, this is not a competition in any sense, but merely intended as a helpful comparison set forth in a manner that will be perfectly fair to all. So do not hesitate about sending in your figures, however small they may seem. If there are exceptional circumstances please mention those also.



66 Years at the Case

R. H. Constable, of Woodstock, claims to be the oldest printer working at the case and press in the province. He has been steadily "on the job" since he was apprenticed to the trade in that city away back in 1847. He is now in his seventy-ninth year, is in good health, physically vigorous, and can and does work equal to the best turned out by the ordinary country press.

THE EDITOR'S VIEWPOINT

“Get Rid of the Abuses First”

The above is the title of an editorial which appeared in the April, 1913, issue of *Printer and Publisher*. The first paragraph reads as follows:—

“The newspapers of Canada have the right to require of the Post Office Department that, before they are asked to pay increased postage, the abuses of second class mailing privileges, which have been going on for years, and are steadily increasing in volume, shall be eradicated.”

The abuses of second-class mailing privileges mentioned in the editorial referred to are just as widespread to-day as they were at the time the editorial was published. The statement contained in the first paragraph, quoted above, that the newspapers of Canada have the right to require of the Post Office Department that the abuses be eradicated before asking for an increased rate of postage is especially applicable to the postal rate situation as it stands at the present time.

Nothing could be fairer than that the publishers of Canada should demand of the Department that all tributary causes to the loss of handling newspapers and periodicals which it is claimed exists, be thoroughly investigated and remedied before they are required to make up the full amount of the present deficiency. Nothing could be more manifestly unjust than that the Department should refuse to grant such a reasonable demand.

The chiefest abuse of second-class mailing privileges and the one which is unquestionably the principal cause of the present congestion of mails, is the so-called “dollar daily.” The “dollar daily” is a direct contravention of the clause in the Postal Act which says that any newspaper or periodical which accepts subscriptions at a nominal rate shall be refused the privileges of second-class matter.

A large proportion of the metropolitan dailies have been for years and still are accepting subscriptions outside their respective places of publication at prices far below the cost of the paper on which they are printed. One of the oldest Montreal dailies was drawn into the maelstrom of “dollar dailyism” quite recently. We say “drawn in” because we look upon the paper in question and some of the others as being compelled by circumstance rather than acting of choice. However that may be, the abuse is widespread and is still spreading.

Just why the Post Office Department continues to wink at this open contravention of its own regulations is difficult to understand. If its officials imagine that they can least afford to offend the tremendously powerful metropolitan dailies, it is time they

be roused from their hallucination. The rank and file of Canadian newspapers and periodicals have *right* on their side, at any rate, and they ought not to rest satisfied until the illegitimate “dollar daily” ceases to exist.

But the “dollar daily” is not the only abuse that needs to be eradicated before any equitable adjustment of second-class postal rates can be effected. A case has come to our notice of a monthly publication, enjoying privileged postage rates, that has on its lists at the present time, according to its own printed admission, over 1,000 subscribers who are receiving the publication for one year absolutely gratis. An ordinary receipt form was used and across the face was printed “With the compliments of the publishers, a year’s subscription to the —, to all members of the — club.” It is stated on good authority that the membership of the organization is considerably over 1,000. In this case there was not even a “nominal rate” charged and apparently the club members did not even have to ask that the paper be sent.

There is an impression in the minds of some publishers that the Postal Act as it stands at present does not prohibit or limit in any way the use of premiums or prizes in obtaining circulation. The fact is this is another instance of failure on the part of the Post Office Department to enforce the Act. The opening sentence of clause 63, page 14, of the Official Postal Guide reads as follows:—

“Subscriptions obtained by offering a premium, prize or other consideration of such value as to have for effect the circulation of a newspaper at a nominal price will not be accepted by the Department as bona-fide subscriptions, and will be carefully scrutinized in order to establish their effect upon the primary design of the publication.”

And yet in the face of such a regulation we find one of the leading magazines boldly advertising as a premium for each two year’s subscription, a building lot located in the same “neighborhood” as other lots “selling from \$150.00 up to \$1,500.00! This is an excellent chance for the authorities to do some “scrutinizing.”

These, of course, are extreme cases. Very few papers can afford to secure their circulation at such expense, even were they inclined to employ the methods mentioned. But there are dozens of other publications, many of them American magazines, having mailing privileges in Canada that are, in effect, obtaining circulation at a nominal rate.

The Post Office Department is being defended by the argument that the Act does not clearly define the term "nominal rate." Even if that be true, is that any excuse for the clause being nullified altogether? The Act says also that the Postmaster-General is to be the interpreter of it. That official has displayed lamentable weakness in his attitude toward the whole question of the manner of securing circulation and, now, to add insult to injury, is about to ask the rank and file of Canadian publishers to pay an increased rate of postage which has been made necessary large-

ly through failure on his part to enforce certain restrictive regulations.

The publishers of Canada ought not to attempt to shield any of their number who are guilty of perpetrating these and other abuses of the second-class privileges. Rather let them demand of the Post Office Department that the abuses be eradicated. Let every newspaper and periodical stand fairly and squarely on its own feet. Then and not until then can any satisfactory adjustment of postal rates be made.



Every Employing Printer Owes a Debt to Organization

There are in Canada a dozen or more Printers' Organizations, of various names and located in different cities. These organizations are not all operating along precisely the same lines, but, in general, it may truthfully be said, that they are all working with one common object in view. The aim of each is the education of its members and the trade generally to a higher appreciation of the value of their services and product and the introducing of some accurate means of placing a correct value on those services and that product and of securing the right price when that price is known. The keynote that runs through all the activities of each and all of these organizations is contained in the one word "*Co-operation*." Whether the membership be composed of three members or of thirty members, whether a paid secretary is retained and prices checked and registered or whether, in general, every member is a law unto himself, the watchword must always be the same. Where true co-operation exists there are no "individual difficulties," every member's troubles are those of the whole organization. The improvement of trade conditions is the common cause that should enlist the support and co-operation of every printer, large and small, in every community.

It goes without saying that co-operation can never be truly successful unless upheld by the strong bond of confidence—confidence in the secretary or manager, confidence between every individual member, confidence in the cost system and in any other approved methods of arriving at and securing the right price for every job of printing. The organization as a composite whole and every individual member of it should do all possible to merit that confidence and should be extremely careful to see that nothing is done that would tend to weaken or destroy it. When an injustice, either intentionally or otherwise, is apparently done to any member, the matter should be put right without delay. The slightest suspicion should not be permitted to rest upon any individual connected with the organization without calling forth a thorough and far-reaching investigation and satisfactory adjustment. For above and before all things there must be *confidence*.

That the various printers' organizations in Canada have, without the paternal supervision of a national association, done a great deal for the industry they serve, in their respective communities should be readily admitted by all. Their service has not been confined to their own memberships merely. They have, without exception, extended the helping hand to those, who for any reason, did not see fit to become

members. This has been accomplished principally by the operation of cost finding and estimating classes which have been in many cases thrown open to members and non-members alike. In this way a large number of employing printers have received benefit from these organizations, though they themselves took no part in their conduct and contributed nothing toward their support.

There is another class of printers that have also received benefit from the existence and operation of printers' organizations in Canada, but they are loath to admit it. They are those who have gone strictly their own way, without regard or consideration for their fellow printers. Oh, yes, they have been successful,—no one doubts it for an instant. Many of them have their cost systems in perfect working order, have reached a high degree of efficiency in their mechanical departments, have kept their sales methods and service departments well up to those of their competitors—what need have they of a printers' organization? They do not stop to think where they would have been had all printers taken the same view and there had been no organization. They are not unlike a small boy who climbs on the back of a street car and evades the conductor; then to make matters worse drags his feet once in a while and makes the car go a little slower. The small boy gets there all right and so do many printers who remain outside their own local organization, but it cannot be claimed by either that their "arrival" is due strictly to their own efforts.

We do not say this by way of harsh criticism. We sincerely believe that most of these unconscious and semi-conscious benefactors of printers' organizations have or think they have very excellent reasons for remaining non-members, and we have respect for their convictions, but have merely tried to state their position as it appears to us.

Now that a movement is on foot to organize a Canadian national organization of printers we hope that a great many of those who have not as yet been able to see their way clear to become members of their local organizations, will join most heartily in the national movement. Even though some may not feel the need of such an organization themselves there are many others who do need it badly and for the good of the trade in general all printers should give their support to the proposal. And the local organizations, that have worked faithfully and accomplished much without the aid of a "national," will achieve much greater things when such an association is in operation.

The Printing Trade Apprenticeship Problem in Canada

In our last issue we made extended reference to the report of the Apprenticeship Committee of the United Typothetae of America, which report was submitted to and adopted by the U. T. A. at their recent convention held in New Orleans.

In the absence of definite data we sought to apply to the printing trade in Canada the statistical and other information gathered by the U. T. A. Apprenticeship Committee.

We have learned since the article was published that we were quite correct in our assumption that conditions in the Dominion were and are essentially the same as in the United States and therefore the application to the trade in Canada based on percentages set forth in the Committee's report was perfectly in order.

In a communication to *Printer and Publisher* under date of December 8, Henry P. Porter, of Boston, chairman of the U. T. A. Apprenticeship Committee, says:

"You may be interested in knowing that we addressed some fifty communications to well known Canadian printers during our investigation, and received therefrom a series of carefully formulated replies. We found that the conditions in Canada were essentially identical as then were and are in this country (the United States) so no doubt your problem will be parallel to the problem we are facing."

We are hopeful that before another six months have gone by the employing printers of Canada as a whole will have taken some action toward solving the problem of how best to properly select and train apprentices. The imperative need for giving attention to this situation, if the printers of the future are to even attain to the proficiency of those of the present, we look upon as being one of the chief reasons in favor of a national organization of printers being formed in Canada.

The proper selecting and training of apprentices to the printing trade is quite as serious a problem as in the case of any other industry, and it is safe to say that it is infinitely more acute than in the case of most other trades.

The Commission on Trade and Industrial Educa-

tion appointed by the Dominion Government spent an entire year in investigating and studying the problem they were appointed to consider. During that year they travelled over the entire world and a voluminous and extremely valuable report of their investigations, and their recommendations in regard to Canada is now in press.

In view of the magnificent preliminary work accomplished by the U. T. A. Apprenticeship Committee and embodied in its report and in view of the co-operation which we believe will be forthcoming from the Dominion Government, we firmly believe that the time is opportune for the printers of Canada to consider seriously and endeavor to solve the problem of apprenticeship instruction.

However, as we said in our last issue, there are many of the recommendations contained in the U. T. A. report that may be put into operation immediately by individual employers and by the printers' organizations in various cities. Especially would we urge employing printers to exercise a wise discretion in the selecting of the apprentice-to-be. The U. T. A. Apprenticeship Committee very truly says: "The engaging of an apprentice is a more important undertaking than that of hiring a journeyman." Careful consideration should be given to such matters as education, age, health, habits, and general adaptability for the trade of printing. Any ordinary boy may do very well to run messages, but it cannot be expected that an ambitious boy will remain at such work for longer than six months or a year, and it is manifestly unfair to employ a message boy, giving him the impression that he will have an opportunity later to learn the printing trade and then find, when he has wasted a year or two, that he is totally unfitted for it. Because a boy appears "bright" or "smart" it should not be assumed that he will develop into a competent printer. There are many men engaged in the printing occupation to-day who might be said to be almost total failures as printers, yet who would have very probably had much better success in some other business for which they possessed greater aptitude.



The Trend of the Times

No one will dispute the statement of J. K. McInnis, who, in his farewell article in *Regina Standard*, before handing the ownership of that paper over to the Saskatchewan Publishing Co., says:—

"This is an age of amalgamations, consolidations and co-operations, all with a view to the maximization of results and the minimization of costs. Whether the outlay be in mental and physical effort or in cold cash, conservation is the watchword of the day. In the family, in the civic arena, in the affairs of state the universal call is for the elimination of waste and the curtailment of expense. The idea has entered the sacred domain of religion itself, for the churches, even, are ignoring their creeds and co-operating, ostensibly for economic reasons, though perhaps incidentally hastening the millennium."

Just how far this tendency of modern life may be expected to affect the newspaper business is a question of vital interest to all publishers. Apparently it is the opinion of Mr. McInnis that the same principle of co-operation that is constantly being applied to other businesses and even to family and religious affairs, making for the elimination of waste effort

and the securing of the highest possible degree of efficiency, is an equally important consideration in the business of newspaper publishing. We quote further from the same article:—

"The Standard Publishers verily believe that the day of the big, bulky, unwieldy, many-featured and practically unreadable daily paper is passing away. White paper has nearly doubled in price within a few years and the outlook is toward further advances. The paper mills do not compete. Once they were solicitous and patronizing; now they are menacingly dictatorial. They look with disfavor upon "renewals." The paper bills present a problem which subscriptions in the aggregate fail to solve. In the forceful words of Frank Oliver, "too much pulp and too little brains." Postage too has become an item to be reckoned with and further increase in the rate is mooted."

We are inclined to agree with Mr. McInnis that from an economic and a utilitarian standpoint we have reached a time when it would be the part of wisdom and discretion to call a halt to the number and size of our newspapers. There is already a great deal of over-lapping and duplication and we believe

the time will come when it will be absolutely necessary for economic reasons for publishers to consolidate their interests with those of other publishers. The difficulty to-day in the big cities is, however, that so many of the dailies are the tools of moneyed interests, frequently in opposition to each other, and so long as this is so we do not look for any show of eagerness on the part of these "silent partners" to dispose of their control of such vastly influential factors as a properly managed daily newspaper undoubtedly is. Such owners would perhaps, rather run their "mediums" at a loss than amalgamate with their hated competitors. But in the end it must, as always, result in the "survival of the fittest."

We are glad to know, however, that the *Regina Standard* was not a losing proposition, nor had it been at any time during its long career. But of late years, Mr. McInnis tells us, "every dollar of profit and more too had to go back into additional machinery and equipment." "Right now," he continues, "If this consolidation had not taken place we should have been under the necessity of putting \$30,000 into a bigger and faster press than we now have in the Cox-

Duplex that we installed at a cost of \$10,000 *three years ago*. Thus is the insatiable demand for speed, efficiency and up-to-dateness forcing the daily publishers into an ever faster and more reckless pace.

But the foresight and initiative that prompted the amalgamation of the *Regina Standard* and *Province* has a significance for the small weekly publisher as well as for the owners of big city dailies. There are numerous towns and villages throughout Canada that are supporting in a half-hearted way surplus newspapers. Once in a while one of these public benefactors goes under and when the reason is asked we are invariably told that "there was not room for two papers," or "the town was not large enough to support a newspaper." Such a diagnosis may not always be correct; we are well aware that in many cases a great deal of blame for failure rests upon the publisher himself—but it is undoubtedly the true one in many cases.

We believe there are many farseeing, discreet, Canadian publishers, who will recognize the consolidation of the *Regina Standard* and the *Regina Province* as a note of warning arising out of "the trend of the times."



Is Publicity Respecting Ownership of Newspapers Objectionable ?

There is a movement on foot in Canada at the present time to follow the example of the United States in passing laws to compel newspapers to make public the names of their owners. Armand Lavergne recently introduced in the Quebec Legislature a bill along this line, and should it become law in that Province, it is very probable that other provinces would follow the example.

As our readers will no doubt remember, the "newspaper publicity law" in the United States was drafted and is being enforced by the Post Office Department, and its application is therefore general to all newspapers and periodicals entered as second-class matter at any United States post office. The U. S. law is also more far-reaching in scope than that proposed by Mr. Lavergne, since it compels also the publication of circulation figures and the marking of all paid reading matter with the word "advertisement." The Lavergne bill, while it is not, in itself, of nearly so great comparative consequence as the U. S. law, is, however, of particular significance as being an attempt to insert the thin edge of the wedge to compel all Canadian newspapers to publish full details regarding ownership, circulation and advertising. If it is deemed objectionable that full publicity be given to such matters then Canadian publishers should see that all objections, both to the particular bill in question and to the larger principle involved, are laid before the Quebec House at the time the bill is introduced. If the success of the movement to compel the giving of publicity to Canadian newspapers' internal affairs is calculated to be detrimental to the interests of Canadian newspapers as a whole, then it follows that strenuous and general opposition to Mr. Lavergne's bill should be forthcoming at the time it is presented.

In our opinion there should be no serious objection from the great mass of Canadian publishers. In

fact there are a number of quite valid arguments in favor of compelling papers to make known the names of their owners and we believe the proper enforcement of such a law would work out to the distinct benefit of all honest, straightforward newspapers.

If the bill becomes law it should result in letting the public know the true ownership of certain Montreal newspapers, which it is claimed are unworthy of being leaders of public opinion, because of being controlled and directed by corporation interests. There would still be the possibility, of course, of making false statements, the transferring of stock to other parties, etc. But even if such evasion of the law could be proven it would likely result in the suspicion of the public resting very heavily on such a newspaper and the withdrawal of public support as a consequence.

A newspaper should stand for the public good above everything else and if it be true to that ideal it should not hesitate to publish details of ownership so that its readers may judge for themselves as to the value of its opinions.



"Thank You—The Same To You"

We acknowledge with thanks the large number of good wishes which many kind friends of *Printer and Publisher* have transmitted to us during the holiday season. Greeting cards of many kinds have been received—some large, some small, some elaborate, some simple in design,—but all bearing similar messages of good-will and peace for Christmastide and words of hope and encouragement for the New Year. From the bottom of our heart we reply to one and all: "*Thank you—the same to you.*"

A Lesson From a British Postal Regulation

THE POSTMASTER-GENERAL, in an interview at Winnipeg some time ago, gave as his reason for the regulation forbidding double-page advertisements in Canadian newspapers, that the Post Office was losing a large revenue because trade papers inserted price lists sent them by wholesale merchants.

The Postmaster-General must have been misinformed by some of his officials, as he very frequently is, when he made this statement.

The MacLean Publishing Co., which own a number of the leading trade papers and technical papers, have not had a proposition of that kind made to them for many years, and when such a proposition was made it has invariably been refused.

The concerns who desire that form of publicity usually print a supply in their own establishments and send it to a number of newspapers for insertion. It has been suggested to the Post Office officials on more than one occasion that they make a regulation that a newspaper may not insert, attach, or send out with its publication anything not printed by its own regular printer. A copy of the British Post Office Regulations now before us shows that they have done this, and in this way they control this situation. It reads:—

"The Postmaster General cannot regard a document as a supplement merely because it is printed under that title. A separate document intended to be used for separate purposes is not a supplement to a newspaper. For example, documents of the following descriptions, if enclosed in copies of registered newspapers, render them liable to postage according to weight, viz.:—

- (1) Any document not printed by the responsible printer of the paper, such as an advertisement sheet printed for an advertiser and sent to the publisher of a newspaper for distribution with it.
- (2) A contents bill, an advertisement sheet with an order form attached, a prospectus with an application form attached, a proposal or enquiry form, or an almanack.
- (3) Any document drawn up in the form of a direct personal communication to the recipient, such as a printed circular in the form of a letter purporting to be addressed by an advertiser to the person by whom the newspaper in which it is enclosed, is received.



An Interesting Comparison

The British War Office, having become convinced of the superiority of newspapers as a medium for advertising for recruits for the British Army, has just placed a contract with an advertising agency to conduct a campaign during the next year on a large scale.

The announcement reminds us that the Dominion Government, via the Annuities Branch of the Post Office Department, is spending \$30,000 on billboard advertising in an effort to arouse interest in and effect the sale of annuities.

There are less than 3 persons to every square mile in Canada. There are 375 persons to every square mile in Great Britain and Ireland. And yet with a constituency 125 times more centralized than is the population of Canada, the British Government, via the War Office turned down the billboards in favor of newspaper advertising, while the Canadian Government, via the Post Office Department turned down the newspapers in favor of billboard advertising. If newspapers are the logical medium for reaching the maximum number of people in Great Britain and Ireland, then newspapers are 125 times more logical

as the proper medium for reaching the maximum number of people in Canada.

The Annuities campaign should be of an educational nature—an excellent opportunity for persuasive follow-up copy—another reason in favor of the newspapers.



A Toast to Nineteen-Fourteen

Here's to the New Year!

May it be one of great prosperity and genuine happiness for every reader of *Printer and Publisher* and for every solitary individual connected in any way with the printing and publishing business in this splendid Dominion of Canada.

May the unattained ideals of 1913 be achieved in 1914.

May everyone of us appreciate more fully the larger things of life—and especially may we encourage in ourselves and others those qualities that make for the true brotherhood of men. Keeping this thought in mind may we realize the worthiness of every good printers' or newspapermen's organization, remembering that no surer method of attaining success in any undertaking has yet been found than the co-operation of many men having common interests.

Drink heartily!



That Out-of-Town Canvasser

A correspondent to *Printer and Publisher* writes as follows:—"The out-of-town printing house canvasser is the bane of the life of the country publisher, who is trying to make a decent living and hold prices to where they should be. Four different canvassers visited a village in Kent County recently, all in the same week. One offered a thousand shipping tags in two colors for one dollar. Can you beat it?"



An Invalid Argument

The argument is made that because the newspapers in the United States pay 1c. per lb. postage that therefore in Canada we should do the same.

Everyone knows that the United States railways are tremendously over-capitalized, millions upon millions of water have been invested into them by the speculators until the present day and therefore in order to pay dividends on this tremendous capitalization it is necessary for them to have higher rates.

Canadian railroads on the other hand have no watered stock but instead have been assisted by the nation to the extent of many millions.



William Woodhead Says:

"We need men of staunch character, firmness of purpose and unfailing energy—men whose ambitions are great and who are always working on the road to those ambitions. We all have ambitions of some sort—some that we have hopes of attaining; others, perhaps, which we never have any idea of reaching. But still we follow their guiding influence. It is the men who work steadfastly onward, no matter what the conditions, that we need for the fray of the future—men who work hard and are willing to make personal sacrifices—men who can think, but do not allow thought to be their aim."

Hon. W. S. Fielding Again a Newspaperman

Finance Minister in Laurier Cabinet now Editor of Montreal
Telegraph — A Man of Sterling Character and Unusual Ability

THERE ARE few men for whom such a large number of Canadian newspapermen, irrespective of political party, have a warmer admiration and deeper respect than Hon. W. S. Fielding. It is no matter for surprise, therefore, that on the occasion of his return to the ranks of journalism, after an absence of nearly 30 years, he should receive a most cordial welcome from the press of Canada.

The profession of journalism may well afford to extend a welcome to a gentleman of Mr. Fielding's calibre—a man of sterling character and of great ability and experience. He is described by a contemporary writer as "the greatest finance minister Canada has ever possessed" and it would not seem too great tribute to add that he is to-day in the front rank of Canada's journalists.

The profession of journalism is ever in need of men of ability and character, such as Mr. Fielding is. There is perhaps no other profession that so thoroughly develops men and equips them with the essentials for success in any occupation than does journalism, but journalism is itself the poorer because of that very fact. How frequently the stories of the upward climb of men who are nearing the top of the ladder in commercial or professional life, open with the words: "He began in a newspaper office." And how many of those same men look back upon those earlier years when they were aspiring members of the "fourth estate," as the time when the foundations were laid for their ultimately successful careers.

It is significant also that journalism was apparently sufficiently attractive to again enlist the services of a man who has attained such a large measure of success in life as has Mr. Fielding. Certainly he might have entered upon other work, but he chose journalism as being the most worthy of his time and his talents. His action is a forceful reminder that journalism is a profession worthy of men of the most courageous character and brightest intellect that Canada can produce. Mr. Fielding's example should also be a source of inspiration and encouragement to all newspapermen, especially those young in years and in experience.

Back in the sixties Mr. Fielding began life as a junior in the business office of Halifax *Morning*

Chronicle, which was then known as the "Liberal Bible" of Nova Scotia. He afterwards became a reporter on the same paper and in that capacity displayed such marked ability and trustworthiness that he was not long in reaching the editorial chair. His associates of those days used to say they always knew his step on the stairs for "he used to run up." He soon proved, however, that he was capable of "running up" in quite a different sense of the term, for he achieved such distinction as a debater and possessed such a degree of mental clearness that in 1884 he became premier of Nova Scotia. He filled the office of premier, as well as that of provincial secretary, which carried with it the financial administration of the province, until July, 1896, when he received the appointment of Minister of Finance for the Dominion in the new Liberal administration under Sir Wilfrid Laurier.

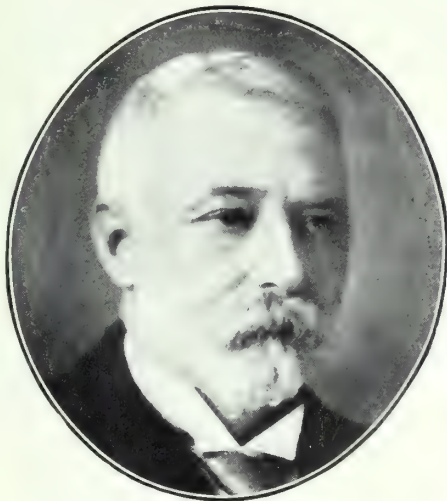
Two years ago Mr. Fielding went down to defeat, along with his party, or rather it should be said that he was a victim of a policy that proved unpopular and which was the direct cause for retiring the Laurier Government from power. But, like the revered confederate general, Robert E. Lee, Mr. Fielding accepted his defeat philosophically and it is probable with some such feeling as Lee had when he wrote Governor Letcher, of Virginia after the war: "The case in dispute having been decided against us, it is the part of wisdom to acquiesce in the result and of candor to recognize the fact." Like General Lee too, he has now entered upon a work in which he will have an opportunity to transmit to the people of his land the sound wisdom and high ideals that have been the outstanding characteristics of his private and public career. It will be remembered that Lee, after the close of the war, became president of Washington College, Lexington, which was afterwards renamed in his honor Washington and Lee University. Mr. Fielding has become a teacher too, after his great defeat, in a quite different but equally true sense. The position of managing editor of a metropolitan city daily carries with it a great responsibility and likewise a magnificent opportunity and there is every reason to believe that Mr. Fielding will measure up to the highest expectations of his many journalistic friends who bid him welcome at this time.

In view of his own signed statement that he has taken the position of managing editor of Montreal *Telegraph* "with the cordial approval of Sir Wilfrid Laurier and leading Liberals," it may be assumed that the *Telegraph* will in future be the voice of the Liberal party on matters of policy, to a greater extent, perhaps, than any other paper in Canada.

That the *Telegraph* is fortunate in securing Mr. Fielding's services and that it will be ably and honorably conducted under his chief editorship goes without saying.



For when the one great Umpire comes
To write against your name,
He writes not if you won or lost.
But how you played the game.



HON. W. S. FIELDING
Managing Editor Montreal *Telegraph*

Circulation Statements: Falsifiers and Verifiers

Thoughtful Opinions from Many Representative Newspapermen—Questionnaire Sent Out by Printer and Publisher Provoked Lively Discussion on Vital Topic

First Article on "Circulation in its Relation to Advertising"

THIS IS THE FIRST of a series of three articles, the other two to appear in the February and March issues, dealing with the general subject of "Circulation in Its Relation to Advertising." The matter for these articles has been contributed by over fifty Canadian newspapermen, and the opinions themselves are proof positive that the subject is one of very vital interest to the publishing business. The opinions quoted were secured by means of a questionnaire sent out by *Printer and Publisher* to a carefully selected list of advertising and circulation managers in the daily and trade and class fields and to publishers of weekly papers. No attempt was made to take a complete canvass or to confine it to any one section, the idea being rather to obtain *representative* opinions from every part of Canada and from every class of publisher. It was thought such an enquiry would be successful in embodying all the different viewpoints of different classes of publishers as well as those of advertising and circulation men.

Printer and Publisher is grateful for the prompt and hearty response its questionnaire received and hopes that the compilation and publication of the opinions given herein and in the articles in succeeding issues may render an important service in solving the vexed problems under discussion.

Judging from the replies received it would appear that interest in the relation of circulation to advertising is very keen in every part of Canada, though, as anticipated, the different publishing interests naturally take different viewpoints.

This month's article deals solely with the first three questions of the questionnaire, which are as follows:—

1. Do you consider it advisable from a business standpoint to publish circulation figures?
2. What action do you think should be taken to prevent the issuance of false circulation statements?
3. What do you consider the best means of verifying circulation statements?

Succeeding articles will furnish an equally interesting variety of opinions given in reply to questions relating to other phases of "Circulation in its relation to advertising."

DO YOU CONSIDER IT ADVISABLE FROM A BUSINESS STANDPOINT TO PUBLISH CIRCULATION FIGURES?

At first thought this may seem a simple question but although many publishers answered it merely in the affirmative it was really surprising the large number more extended replies received. It will be noted upon reading the replies given here that some considered the question as worded to apply only to the publishing of circulation figures in their own newspaper. The question was intended, however, to refer to the making known of the aggregate circulation of a paper in any manner that would appear most desirable for that particular paper.

The viewpoints of a number of papers in respect to this introductory question are given below. Note also the difference in these opinions between those

coming from men in the daily field and those from men in the weekly or trade and class sections.

J. D. Taylor, New Westminster, B.C.: Yes; if these statements were generally truthful.

British Whig, Kingston: Perhaps not in the paper but in sworn gutta serena circulation statements in circular form yes.

Lapsitor, Brantford: Certainly we do. An advertiser has every right to know the complete details of a newspaper's circulation.

W. Templeman, Manager, *Times*, Victoria: Yes, provided the figures are truthful and all papers publish them. This will not be because all circulation managers are not truthful—*about circulation*. The most imaginative men become circulation men.

O. L. Spencer, Advertising Mgr., *Herald*, Calgary: Most emphatically "Yes." We sell our advertising entirely on the basis of paid up circulation and we find it not only useful, but absolutely necessary, both in dealing with local and foreign advertising.

J. T. Hawke, *Transcript*, Moncton, (N.B.): I have not found any advantage in the case of the smaller dailies in increased circulation. What the advertiser wants is the local field and all gains outside of that field carry little advantage in increased advertising rates.

J. L. Stewart, *World*, Chatham (N.B.): Advertisers judge by results, and don't care what the circulation is if they get good returns.

W. Wright, *Confederate*, Mount Forest (Ont.): Not always. Quality should also count. Also in case of say two local papers, one considerably under the other in circulation should not emphasize that fact. Both papers, however, should be used by the local advertiser.

Louis J. Ball, *News*, Vernon, B.C.: Not in all cases. Often a small circulation may yet be a very valuable one, yet numerically would not be considered strong. This must be left to the judgment of the parties concerned, whether advertisers or advertising agencies, these parties being in the best position to judge as to value of circulation.

Hal. B. Donly, *Reformer*, Simcoe (Ont.): I have for years taken pains to secure the best classification and most accurate rating possible in three or four leading directories including McKims; I believe this has been of benefit to me with the general and foreign advertiser. As to the local advertiser there are many ways of convincing him that you have the goods, if you really have.

A. W. Roebuck, *Herald*, New Liskeard, (Ont.): This is a matter of judgment depending on the class of advertising desired. If the paper is catering to Want patrons, then it is necessary to inform them of the facts regarding the medium, but otherwise advertising facts are not a matter of great interest to the ordinary reader. One must figure out as well whether the real facts are any inducement to the prospective advertiser, and obviously not publish if the information would bear the market.

J. L. Middleton, Circulation Mgr., *Gran Groceries' Guide*, Winnipeg: Yes, I am of the opinion that every paper should be *compelled* to furnish exact figures.

James Dale, *Christian Guardian*, Toronto: The man buying space has undoubtedly the right to know what he is buying and should be informed as fully as possible. The man who is not buying space is not necessarily entitled to any knowledge of this kind, so I would not publish circulation reports.

WHAT ACTION DO YOU THINK SHOULD BE TAKEN TO PREVENT THE ISSUANCE OF FALSE CIRCULATION STATEMENTS?

This question was apparently a perplexer to many, one publisher briefly summing up the situation by answering it with a question mark while another said: "I give it up."

The opinion was expressed by several that no action whatever should be taken, as it would be im-

possible to prevent a liar from lying anyway, and such a practice generally resulted disastrously to the liar himself. As A. W. Roebuck, New Liskeard *Herald* put it: "Give him rope to hang himself."

It would seem, however, judging from the majority of replies received, that the opinion prevails among Canadian publishers that some means should be taken to prevent a continuance of the practice. It is considered by some publishers that a system of thorough investigation and certification would be the proper method, while others take the view that the offenders should be severely punished for their dishonesty and that laws should be framed for this purpose.

A very interesting point is raised by O. L. Spencer, Calgary *Herald*, in suggesting that a uniform blank be adopted by all Canadian publishers for the making of circulation statements for any purpose.

We quote a few representative replies:

Expositor, Brantford: Canadian Press Association should have an investigation made annually of the circulation statements of all Canadian papers.

W. J. Darby, Circulation Mgr., *Mail and Empire*, Toronto: Every statement should be in detail—ACTUAL NET—and should be sworn to by some person in authority.

C. V. Coombs, Advertising Mgr., *Globe*, Toronto: I should think it would be possible to have a uniform blank that each paper should fill out and duly file with a recognized central body.

W. Garland Foster, *News*, Nelson, B.C.: Provision should be made that if a publisher sells space on a guarantee of circulation greater than the actual issue, he shall be liable to prosecution for fraud.

Manitoba Free Press, Winnipeg: The Criminal Code makes it an offence to falsify commercial books and the Act should be extended to embrace the publication of false circulation statements. At the same time the Act should be so framed as to make it easy to lay an information.

Chas. Fee, *La Presse*, Montreal: Get the federal authorities on the trail of the "circulation liars." Give a prison term or a heavy fine to all those caught. The publisher who lies about his circulation is as much of a robber as any second-storey man, providing his advertising rates are based on his false circulation figures.

O. L. Spencer, Advertising Mgr., *Herald*, Calgary: If the Canadian Press Association could, through its membership and committee work, decide definitely on a standard form of circulation statement which would cover all the main points asked for by agencies and large direct advertisers, that is to say, if they would collaborate with the Agencies, the newspapers and the big general advertisers, so that some standard form could be agreed upon; and if newspapers would agree to making their circulation statements only on this form, and making an affidavit to the circulation so that it would be a sworn statement, I consider it would be a good move.

M. J. Hutchinson, advertising manager, *Leader*, Regina: In spite of all that conscientious newspaper publishers have been able to do, the circulation liar still flourishes, and while it is not a very satisfactory commentary on our business morality that it is necessary to compel newspaper publishers to swear to their personal truthfulness, there does not seem, in the meantime, any other way to protect honest newspapermen who are willing and anxious to give their advertisers satisfactory service from being imposed upon by less conscientious publishers who are willing, in some cases, to make almost any kind of a circulation statement so long as it secures for them a temporary advantage over their competitors.

David Williams, *Bulletin*, Collingwood: Have circulation sheets filed with secretary of Canadian Press Association.

Lorne A. Eedy, *Journal*, St. Marys, Ont.: Have legislation passed bringing the issuing of false circulation statements under the penal code.

S. G. Willoughby, *Enterprise*, Rosthern, Sask.: Publishers should be cautioned by the Association. Probably a little education would stop the practice.

W. J. Watson, *Indicator*, Oshawa, Ont.: The effectiveness and method of any action would be in accordance with the vulnerable points of the maker of the false statement.

Louis J. Ball, *News*, Vernon, B.C.: This should be discouraged as much as possible, and should be made punishable by a fine if

such statement is used publicly and to the detriment of other publishers in the same locality. It would be difficult to handle if done only in a private way between man and man, though this also should be stopped if possible.

Hal. B. Donly, *Reformer*, Simcoe, Ont.: For two years I have been advocating in the Executive of the Canadian Press Association, the publication of an authorized Newspaper Directory under C.P.A. auspices, in which special attention would be paid to the securing and verifying of circulations by the Association's own officers. At present Canada only has one directory. Next year we may conceivably have six. The way to head off such a contingency is to have one only, and that our own. At the last C.P.A. convention the subject was down for discussion but was not reached. It certainly will be taken up next annual and dealt with.

James Dale, *Christian Guardian*, Toronto: I do not know how a liar can be made to tell the truth. I do not think it has ever been done.

H. B. Cowan, *Farm and Dairy*, Peterboro: In view of the fact that several States of the American Union have passed laws making it a crime for an advertiser to publish a false statement in any advertisement whether he sells any goods thereby or not, I would favor the enactment of a law making it a criminal offense for any publisher to issue a false circulation statement.

J. L. Middleton, Circulation Manager, *Grain Growers' Guide*, Winnipeg: Publishers who lie about their circulation should be prosecuted with the utmost rigor of the law for perjury. I consider if an advertiser can be prosecuted and sent to jail for swindling the public, the publisher who defrauds the advertiser by lying about his circulation should occupy an adjoining cell. In short, I would like to see their guilt made equal under the law. To quote the words of Mr. Keeley, General Manager of the Chicago *Tribune*: "Once the real circulation liar sees the penitentiary doors opening, the situation will be clarified. The honest, truth-telling publisher will have the menace—and it is a menace—of unscrupulous competition removed from his path."

WHAT DO YOU CONSIDER THE BEST MEANS OF VERIFYING CIRCULATION STANDARDS?

That all circulation statements should be honest and that it is highly desirable that advertisers and others interested believe them to be so is disputed by no one. But just here the question arises: "How can a publisher be sure his statement will be believed?" One correspondent suggests that every publisher should establish a reputation for honesty. That is good and would probably be sufficient in a small local field where the publisher is personally well-known. It could scarcely be expected, however, to solve the problem of a larger paper or of satisfying "foreign" advertisers.

That some reliable and uniform method of absolutely proving circulation is the thing most needed seems to be acknowledged by all. Just what means should be adopted is a question about which there appears to be considerable diversity of opinion. A number of publishers pin their faith to a sworn affidavit, while another says "Affidavits are of little value," and the latter opinion is apparently held by many others who suggest various means for securing a more absolute guarantee of truth.

A novel and certainly a thorough method of proving local circulation of all competitive papers is described in an interesting manner by O. L. Spencer, advertising manager, Calgary *Herald*. A similar scheme should work out profitably in other cities, but perhaps instead of one paper handling it, two or more might co-operate.

One other fact is worthy of note, and that is that the opinion is pretty generally expressed that whatever action is decided upon should be carried out under the direct supervision of Canadian Press Association. Such a plan would, in time, enable that organization to publish an accurate and standard

newspaper directory along the lines that Hal. B. Donly, president of the Association, suggests.

Although the opinions which follow are somewhat diversified, they are not so radically opposed that any great difficulty should be encountered in finding common ground. When the "corners" have been chopped off the bare facts should admit of being readily welded together, resulting eventually in the adoption of a uniform and an efficient method of verifying circulation statements.

Here are a few of the opinions received:

D. Smith, *Times Journal*, Fort William, Ont.: A thorough examination of the books and accounts.

Expositor, Brantford, Ont.: Personal investigation by competent representatives of the Press Association.

British Whig, Kingston: An examination by expert accountants, similar to that conducted by the Association of American advertisers.

W. C. K. Harris, business manager, *Star*, Toronto: There is only one right way, and that is to have your circulation proved or examined by an expert.

J. T. Hawke, *Transcript*, Moncton, N.B.: The advertiser should be more interested in verifying circulation value, than circulation statistics. It is the value of the circulation which counts and not its number.

W. Garland Foster, *News*, Nelson, B.C.: Checking actual mailing list and route books with cards when card system is used and against the total output of the press ascertained by the amount of white paper used, making allowance for waste.

Charles Fee, Mgr. Promotion Dept., *La Presse*, Montreal: Publishers should be forced by law to have their circulation figures, paper bills and all necessary details certified by competent auditors at least once a year, and a heavy fine should be levied on all those who are caught issuing or claiming false or misleading figures.

Manitoba Free Press, Winnipeg: A highly trained newspaper circulation auditor working under the direction of a joint committee of the Press Association, the Advertising Agencies' Association and the advertisers, the precise scope and character of the enquiry to be made by the auditor to be clearly defined. The information should cover minutely every side and phase of circulation: quantity, quality, distribution, details of arrearages, unsold papers, use of premiums, popularity contests, methods adopted to gain and hold circulation, etc., etc. This report should be printed and should be sent to every daily newspaper publisher, every Advertising Agency and every member should be at liberty to make any use of it he saw fit. The auditor should not be permitted to make a secondary or private report to the committee.

O. L. Spencer, advertising manager, *Herald*, Calgary: Of course, in so far as local advertising is concerned, the books of each paper should be open to the local advertising man. The only thing against this is, firstly: the apathy on the part of the local advertiser to inquire into circulation and the underlying fact that the local man does not buy advertising judiciously as a general rule. He spends money in many instances in all papers of a town and is largely influenced by personal and political reasons. If a newspaper could sell local advertising on a straight circulation basis, we could cut down our staffs by half and do more business. I would, however, like to tell you of a scheme which we are carrying out now and which we have found to be immensely satisfactory. We called together a meeting of local business men, gave them a luncheon, and at this luncheon we proposed that we should get together and show these men just exactly what they were buying when they bought local newspaper advertising. Our method of procedure was this: We had these men elect from their number a committee of four. They in their turn engaged an outside man as an auditor or checker. We then put a force out in the field and made an accurate house to house canvass of the entire city of Calgary. The canvass was conducted along these lines: The canvasser would go to a house, he would ask from the people in the house—"Do you take a daily paper?"—Yes. "Which daily do you take?" and by these means we found out the actual house delivery of the three daily papers in Calgary. We carried this on district by district. The committee then received our reports from our office and immediately handed over these reports to their checker, who had no connection with us in any way, and he checked to within 25 per cent.—that is to say, he went to one house in every four, picking them at random and verifying the reports. In this way we were able to show just exactly what the merchant wanted, the house to house paid delivery of such papers. The committee then upon being satisfied that the checking was correct signed the circulation statements as correct and returned them to us.

John A. Carswell, *News*, Red Deer, Alta.: Government inspection.

L. G. Jackson, *Ida*, Newmarket, Ont.: Have them signed by publisher and foreman.

F. Gorman, *Observer*, Sarnia, Ont.: Inspection of records by advertisers' representative.

A. R. Coffin, *News*, Truro, N.S.: Publishers' books to be open to advertisers or their representatives.

David Williams, *Bulletin*, Collingwood, Ont.: Have C.P.A. inspect circulation books when requested.

Lee Bronson, *News*, Craik, Sask.: Have list for inspection by representatives of local business people.

John Law, *Observer*, Tillsonburg, Ont.: Let the advertiser or his agent count the names in the subscription and sales books or in the mailing sheets.

R. S. Pelton, *St. Lawrence News*, Iroquois, Ont.: Invite advertiser to look over your subscription list, but no publicity given. Good newspapers are often injured by publicity in this regard.

John H. Thompson, *Post*, Thorold, Ont.: It is only in suspicious cases that verification is demanded. It should be frankly stated, and let advertisers satisfy themselves in any way they wish.

W. E. Smallfield, *Mercury*, Renfrew, Ont.: A statement from an agent of the Canadian Press Association authorized to examine the books of any member applying and issue certified report—the paper paying a fee—might be accepted as valuable by advertisers.

Louis J. Ball, *News*, Vernon, B.C.: About the best way, where papers are mailed, is to get this from the post office, if this would be permissible. It is questionable whether this could be done except by actual count with the permission of the publisher, as it might be construed as interfering with a man's business if done without permission.

Arthur W. Roebuck, *Herald*, New Liskeard, Ont.: Affidavits are of little value. I would like to see the Press Association establish some board of inspection and verification with power to issue statements, to be called upon *only when desired by the publisher*, who would be called on to meet the expense. Officers of the association should do a good deal of travelling anyway, and this work could be done in part incidentally.

Hal. B. Donly, *Reformer*, Simcoe, Ont.: The statement of the owner, written and signed by himself. A few may lie, of course, but I defy you to frame a scheme that a clever scoundrel will not outwit. When a joint stock company owns; then the responsible head should make the statement, personally. The statement should comprehend a sentence agreeing to permit of examination of office and press room records by a committee or official delegated by the C.P.A. for that purpose. I am convinced that more can be accomplished by publishers themselves than by outsiders. I feel sure as the usefulness of the central office grows this will be increasingly demonstrated. When the preliminary work is completed it will then be opportune for the Association, as a body, to approach the general advertisers with proofs of the genuineness of its members' claims.

Labor News, Hamilton: Sworn affidavits and have two reliable parties witness the press run a few times.

W. G. Rook, *Canadian Ladies' Home Journal*, Toronto: Have some firm of accountants, in no ways connected with the publisher, come into the office and make a thorough investigation and prepare a statement over their own signature.

J. L. Middleton, circulation manager, *Grain Growers' Guide*, Winnipeg: That newspaper men who have a complete knowledge of accounting should be appointed at different points in Canada to make investigations, and that the subscription records of every publishing house be standardized in the same manner as the book-keeping records of business concerns.

Acton Publishing Co., Toronto: A capable advertising manager generally uses his common sense, his knowledge of the field covered being a good guide for him. As for the ordinary manufacturer or merchant, his only safeguard at the present time would seem to be a law similar to that in operation in the United States, compelling all publishers to print their circulations twice a year.*

H. B. Cowan, *Farm and Dairy*, Peterboro': This is a difficult question to answer. I would favor having a committee of the Canadian Press Association go into this matter thoroughly. I understand that a committee of the Associated Advertising Clubs of America is already dealing with the matter. Possibly it will suggest a basis that will ultimately prove satisfactory to the majority of publishers.

*The question of postal legislation to compel publication of circulation figures semi-annually (similar to U.S. law described in July, 1913, *Printer and Publisher*, p. 39) will be fully discussed in the February issue.

How Publishers Can Best Serve Advertisers*

The Advertiser Has a Right to Know the Purpose, the Possible Market and the Actual Circulation of Any Publication which Invites His Patronage

By F. R. Davis.

THE advertiser seeking to enter a new field seldom receives real efficient service from the publishers in that field. Periodicals from which the most is expected, based on their age, reputation and circulation, are often the most disappointing in rendering such advisory service. Reasons for this condition can sometimes be found in the organization of the publisher, but usually exist in the traditions of the publishing world. This policy practically compels the buyer to do both the worrying and the work.

As evidence of this disappointing state of affairs, and to give you a chance to form your own conclusions, I will quote statements of publishers made to a prospective advertiser in answer to three questions. These questions are intended to bring out the platform of the paper, extent of the field from the publisher's own knowledge and the degree to which the chosen field was covered by the paper. The questions were:

1. What present purpose and whom does this periodical now serve?
2. What determines the limit to number of subscribers obtainable for this periodical and what is the estimated limit?
3. What was the average circulation of this paper for the past year?

The first answer describes the paper, the second specifies its market and the third is a measure of the efficiency of that paper in its chosen field. The platform should correspond to the foundation on which it is laid. Let us see what the publisher thinks of the field which represents his market. Here are the answers to these questions from five representative papers published in the mining field.

Paper A. Question 1. Its purpose is to disseminate technical engineering information, to promote discussion, etc., among the men of the coal industry in America's 6,000 mines.

Question 2. The number of operators, engineers, managers, superintendents, etc., actively engaged in the industry.

Question 3. Circulation 8,500. The advertiser could have obtained this information himself by reading the paper.

Paper B. Question 1. Coal operators, superintendents, foremen, fire bosses, engineers and practical operators in coal mines.

Question 2. Limited to coal miners who hope to rise to higher positions in coal mining.

Question 3. Circulation 4,000.

The purpose of this paper is not stated, so the advertiser has faint knowledge as to how it can serve those mentioned unless he studies the paper itself.

Paper C. Question 1. A coal operator's periodical dealing with matters affecting the trade, especially such as have to do with coal production.

Question 2. This is only limited by the thousands of responsible employees and officials at the

thousands of mines; at general and other offices, besides the large buyers, consumers and jobbers.

Question 3. Circulation 5,500.

Paper D. Question 1. Metallurgists, mine owners and managers.

Question 2. The limit is about 8,000, that number representing the active metallurgists and engineers to whom this paper caters. This does not include stock brokers or stockholders of mining companies.

Question 3. Circulation 7,000.

If the advertiser wishes to reach the class catered to by this paper he is given some facts which encourage him to proceed further in his investigation.

Paper E. Question 1. The interests of the actual mine owners and mine developers; in fact all those engaged in the actual development of all kinds of mines in the Western States.

Question 2. The field that it covers and the thoroughness with which our work is done. As long as our periodical is devoted to Western mining and engineering interests we believe 10,000 is about our limit. This can easily be greater as the field develops.

Question 3. Circulation 3,000.

The answers from the last two papers quoted come nearer to what an advertiser would expect than the others. It is possible to infer from the average of these answers that the publisher does know that he is nowhere near the limit of possible circulation in the field he aspires to cover. We cannot, however, be sure that he has considered this question seriously at all. Evidently he can be of little assistance to the prospective advertiser as a guide in a study of the field which represents the publisher's own market.

But the actual conditions are not discouraging as these quotations indicate. If the advertiser is interested enough to continue to ask questions he finally learns what the publisher actually knows about the field.



To Anyone

Whether the time be slow or fast,

Enemies hand in hand

Must come together at the last

And understand.

No matter how the die is cast

Or who may seem to win,

You know that you must love at last!—

Why not begin?



"Lay hold on life with both hands. Wherever thou mayest seize it, it is interesting.—Goethe.

Put cheerfulness into your everyday business life—put it into your correspondence—put it into your sales talk—put it into your advertising.—*The Business Builder.*

*Portion of address delivered at the recent Trade Press Convention.

A Shopping Festival that Proved Big Success

How a Newspaper Induced Calgary Merchants to Invest \$5,000 in Special Advertising, and the Remarkable Results They Obtained Therefrom—
A Scheme That Worked Out to the Complete Satisfaction of All Concerned.

HATS OFF to Calgary *Herald*!

To devise a proposition sufficiently worthy, and to present it to the merchants of a city in such an attractive manner that it sells on short notice special advertising to the value of over \$5,000; and to organize and carry through a mammoth shopping campaign with such success that not a single complaint was received;—these are achievements deserving of more than passing mention.

Briefly the scheme was an enlargement on the "Dollar Day" proposition, which was first tried out by Brantford *Expositor* and has since been operated with splendid results by a number of other papers. In addition to being a much bigger undertaking, however, the "Calgary *Herald* Plan" includes many original and different features not embodied in the "Dollar Day" or any other scheme.

SHOPPING FESTIVAL LASTED FOR
WHOLE WEEK.

In a part of the Dominion where the population is so scattered and the distances between large cities so great as in Western Canada it would be unreasonable to invite shoppers to come to Calgary for a single day or even two days, so it was decided that the entire week from November 10 to 13 should be advertised as "Shopping Festival Week." In many cases this was perhaps the only visit to a city during an entire year and the opportunity was taken advantage of by several thousand rural and small town dwellers.

The district covered was 300 miles in any direction from Calgary and it is probable some came from even the maximum distance.

"REFUND-YOUR-FARE" STRONG INDUCEMENT.

To visit a big city, make one's purchases for winter in person, and then have one's fare refunded in full, was an inducement not to be overlooked, and the refund-your-fare slogan was undoubtedly the drawing card that clinched the decision in the minds of all the visitors.

The conditions on which this refund was given were exceedingly simple and were made perfectly plain through articles and display advertising which appeared in the *Herald* about two weeks prior to the festival. The paper printed a list of all the stores co-operating and the kind of goods sold at each. The shopper made purchases at any of these stores and as each purchase was made received a sales slip showing the amount expended. It was necessary to secure sales slips to the value of 10 times the amount of the fare in order to receive a refund. If more than the necessary amount was spent the actual amount of

the fare only was refunded. If less than the required value of purchases was made no refund was given. Thus if a shopper had paid \$10 for his railway ticket and purchased goods at the co-operating stores to the value of \$100 the merchants from whom he made his purchases would refund him exactly 10 per cent. of the amount paid to their respective stores. But if the shopper's ticket cost only \$7 and his purchase aggregated \$100 each merchant from whom he purchased goods would make a refund to apply on the cost of the railway ticket of only 7 per cent.

ACTUAL REFUNDS 6.2 PER CENT.

As a matter of fact the scheme worked out so that the actual amount refunded on the total sales to outside shoppers during festival week was 6.2 per cent. This was a feature that caused much satisfaction to the merchants as they had bound themselves by their advertising contracts to pay a 10 per cent. refund if necessary.

At the same time the shopper received the refund of the entire cost of his railway ticket, exactly as had been promised, so he, too, was well satisfied with the arrangement. In fact it is very probable that in many cases the shopper was so well pleased that he immediately invested his refund in other merchandise, of which no record was kept.

NEWSPAPER MAINTAINED CENTRAL
BUREAU.

A clearing house to which all sales slips were brought by purchasers was maintained in the *Herald* building. Here the sales slips were totalled and refund orders for the correct proportionate percentage made out on the various merchants from whom the goods were purchased were given the shopper.

This central bureau served also as a checking office for parcels, wraps, etc., as well as a depot to which parcels might be delivered from the various stores and during the whole week that part of the *Herald* office closely resembled a small department store, such was the variety of goods assembled there.

Information about the city, where the co-operating stores were situated, information about hotels, trains, etc., was also cheerfully given here. In fact the visitors were invited to make the bureau their headquarters while in Calgary.

FREE THEATRE TICKETS.

As an added inducement to out-of-town dwellers to visit Calgary and to ensure even the most economical visitor having a little pleasant diversion from the more serious business of shopping, the *Herald* gave each day (except Saturday) free theatre tickets to the first 150 persons presenting sales slips for the re-



O. L. SPENCER
Advertising Manager, Calgary *Herald*

quired amount to entitle them to a refund of their railway fares. Undoubtedly this plan stimulated the buying somewhat, and caused the visitors to feel still more kindly toward the newspaper as well.

CHEAP FARES ON RAILWAYS.

Arrangements were made with the C. P. R. for a special rate of fare and one-third to Calgary and return for parties of ten or more from one station. This was taken advantage of in many instances and whilst it meant that the individual shoppers would not require to make such extensive purchases in order to have their fares refunded, it is believed the cheap fare arrangement was directly responsible for bringing much larger numbers into Calgary than would otherwise have come, thus increasing the total sales.

CALGARY MERCHANTS BENEFITED IMMENSELY.

The merchants who co-operated in the *Herald* scheme (between sixty and seventy in number) one and all expressed themselves as being highly pleased with the outcome of what was at first looked upon with at least some suspicion as being "one of those newspaper schemes." And they had good reason to be well pleased. Business isn't any too brisk in Western Canada or any other part of Canada at the present time and any honest enterprise that will sell to out-of-town visitors in one week upwards of \$150,000 worth of merchandise, merits a decided vote of approval.

Furthermore, the *Herald* Shopping Festival was the means of opening connections between Calgary merchants and country dwellers from hundreds of miles around. The results from the campaign could not possibly be measured by the buying of a single week. Permanent customers for future business were secured by perhaps all the co-operating merchants and the value of rural advertising for Calgary merchants has been increased for all time.

The campaign was also a blow to the Winnipeg and eastern department stores, which annually flood the rural districts of Western Canada with their order your-goods-by-mail catalogues. Although the pilgrimage to Calgary probably deprived small country merchants of some business, the *Herald* was careful to point out in all its announcements that the Shopping Festival merely gave an opportunity to country and small town residents to select personally in the big city stores the goods they could not possibly obtain from their local dealers. It is probable that not more than 10 per cent. of the goods purchased in Calgary would have otherwise been bought from local merchants, the other 90 per cent. being newly created business or diverted from mail order houses.

WELL PLANNED ADVERTISING RESPONSIBLE.

It is only fair to say that the splendid results obtained were due entirely to judicious advertising, largely to the reading notice and display ads. which appeared in the daily and weekly editions of the newspaper directing the campaign. It would be difficult to find a more concrete and forceful example of the tremendous power of modern advertising and particularly newspaper advertising than the one in question.

All preliminary advertising was prepared and arranged for by the newspaper itself. The first announcement of the Shopping Festival was made in the *Herald* about two weeks before "Festival Week" so it might be said that it was a whirlwind campaign throughout. Attractive display ads. in full page or

smaller space appeared in all editions of the daily and weekly from then until the Festival was over. These ads. were of a purely general nature and merely announced the Shopping Festival and the conditions on which fares would be refunded. An example of this effective publicity appears on this page, bearing the inspiring heading "When the Frost is on the Pumpkin and the Corn is in the Shock." The full page ads. were alive with local interest as they con-

**When the Frost Is
On The
Pump-
kin**

**And The Corn
Is In
The
Shock**



One of the very effective ads. used by Calgary *Herald* in announcing its Shopping Festival.

tained an alphabetical list of over 200 stations all located within 300 miles of Calgary, and opposite the name of each station was the price of a single fare ticket, return fare ticket and party rate (fare and one-third, return) also the amount necessary to spend to secure a refund of the amount of the purchase price of the railway ticket. The co-operation of the editorial department of the paper was secured also and some excellent advertising in story form was placed in prominent positions in both daily and weekly.

In addition to the advertising in its own medium the newspaper agreed also to print conspicuous posters announcing the Shopping Festival, special rates, refund-your-fare features, etc., and place same in all C. P. R. stations in the district affected, also to send one to each postmaster within 300 miles of Calgary.

ADVERTISERS USED FOUR INSERTIONS.

It was a part of the special advertising contract which the *Herald* made with the merchants co-operating that each advertiser should use four insertions in the newspaper—three in the daily edition (Saturday, November 8; Tuesday, November 11; Thursday, November 13) and one in the weekly edition of Thursday, November 6.

This contract was considered reasonable by the merchants. No attempt was made to compel any

merchant to take larger space than he wished, but all were signed up in advance to use at least a specified minimum space in each of the special festival editions. In the great majority of cases the same copy ran through the four editions without change, thus effecting a very considerable saving to the newspaper. The advertisers vied with each other in making their announcements as inviting as possible. Bargain sale and "we-pay-the-freight" offers, and the effective slogan "Do your Christmas Shopping early" were characteristic headlines.

REGULAR ADVERTISING RATES PLUS 5 PER CENT.

All of the special Shopping Festival advertising was sold on a basis of regular rates plus an additional 5 per cent. to re-imburse the newspaper for the promotion and advertising expenses in connection with the Shopping Festival and for the cost of operating the clearing house and information bureau during Festival week.

The amount of new business carried in the four issues totalled over \$5,000 and the venture proved highly profitable to the *Herald*.

ALL CREDIT FOR SUCCESS DUE TO NEWSPAPER.

The Shopping Festival idea originated with the newspaper—not with the merchants, and all credit for its success is due to O. L. Spencer, advertising manager of the *Herald*, and his loyal staff of assistants. It was a big undertaking and meant a great deal of hard work for the advertising department, but it is noteworthy that it was handled throughout without engaging a single extra man.

The success of the scheme, like all similar undertakings, depended ultimately on co-operation, but in this case it was co-operation that proved highly profitable to all concerned—newspaper, merchants, railroad, and the shoppers themselves.

The experience of Calgary *Herald* in conducting the shopping festival has proved so highly satisfactory that it is likely other papers will conduct similar campaigns in their respective communities.

Mr. Spencer, advertising manager, of the *Herald*, in writing to *Printer and Publisher* says: "We have no hesitation in saying that this is the cleanest proposition we have ever put on in this office, and it is a real money maker for the paper."

(4P)

New Postal Rate Announced Affecting Small Cities

The Post Office Department has fixed a new rate of one half cent per pound on certain second class matter. The department issued a notice that on and after the 20th December, 1913, copies of authorized newspapers or periodicals mailed by a publisher at a post office in a city having a population not exceeding 15,000, where letter-carrier delivery service is in operation, for delivery through the general delivery or call boxes to subscribers who are resident either within or without the area of letter carrier delivery, and who are patrons of the office, will be accepted on prepayment of postage in cash at the rate of half a cent a pound provided the same be presented for mailing separately from those intended for delivery by letter-carriers.

"The only people
who do not
read newspapers
are the people
who can't read
anything"
Bill Wise

Creating Favor for Newspapers

ABOVE is shown one of a series of advertisements, all in the same style, written over the name of "Bill Wise" that have been running in *Toronto Globe* and other papers. Their sole object is to create a favorable sentiment on behalf of newspaper advertising and a consequent prejudice against all other mediums. The above is the kind of an ad. that speaks volumes, though it is so brief as to ensure being read by the busiest of men. It leaves the reader to make deductions for himself and therein lies a great deal of its effectiveness.

(4P)

How a Trade Paper Helped a Weekly Publisher Get Business

In view of the campaign to discriminate against trade and technical publications being attempted at the present time, the following extract from a letter to *Canadian Grocer*, Toronto, from a prominent weekly publisher is interesting.

"We advise our merchants here to watch the *Canadian Grocer* for advertising suggestions. We showed one of our advertisers both sample ads. in the *Grocer* of November 30. He used one in his regular 8-inch space and in order to use the other he is enlarging his space for Christmas week to 20 inches. Publish some more sample ads!"

The above is one of many instances where a trade paper helps the weekly publisher to get additional business. All of the MacLean trade papers, without exception, devote space in each issue to the advertising problems of their respective subscribers and the advice is invariably given that the best of all mediums is the merchant's own local paper. Does the trade press merit the support of the medium and small city dailies and the small town weeklies? There can be only one answer.

—

Do you allow your staff to think for themselves? Try a suggestion box, if only to show you carry an open mind.

An Historic Tablet—Winnipeg Free Press Souvenir

As on similar occasions for the past 13 years Winnipeg *Free Press* celebrated Christmas, 1913, by the issuance of a unique souvenir, and, as usual, one that possessed a particular significance for Western Canada.

This year the *Free Press* sent out an exact reproduction in miniature of the lead tablet deposited on March 30, 1743, in a bluff overlooking the Missouri River, by the French Chevalier de la Verendrye, as the evidence of his having taken possession of the whole northwestern part of what is now the United States, together with a large part of what is now Western Canada, as far as the Rocky Mountains, by right of discovery, for the King of France. The original tablet was discovered in March of this year.

The *Free Press* is to be highly complimented for its good judgment in selecting such an appropriate subject as a souvenir of Western Canada and for the remarkable faithfulness with which the tablet has been reproduced.

Accompanying the souvenir was a splendidly printed booklet from the presses of Saults and Pollard (*Free Press* Job Department) which contained an interesting account of the exploration work accomplished by Chevalier de la Verendrye, leading up to the burial of the tablet discovered for the first time last March.



How the Booklovers' Contest is Worked

OF VOTING contests, in order to build up circulation, a great deal has been heard and many newspapers have experimented with them. As a rule they have been highly successful and have resulted in largely increased subscription lists. But voting contests have their limit and cannot be repeated ad infinitum. Some other devices must be used if interest is to be maintained and among these schemes is to be included the Booklovers' Contest, which has been tried successfully by several United States publishers.

The Booklovers' Contest, as carried out by the New York company which has made a specialty of running it, consists of a series of pictures intended to represent the titles of books. These pictures appear one at a time in the daily or weekly issues of the paper and the readers of the paper are invited to guess the titles. A coupon is provided on which to write the answer and the picture and coupon must be detached from the page.

As soon as readers of the paper begin to get interested in the contest, a catalogue containing 5,000 titles of books is placed on sale and a guarantee is given that among the 5,000 titles are to be found all the titles in the contest.

Following the appearance of the catalogue, an answer book is launched and placed on sale. The place of the answer book in the contest is important. Ordinarily a contestant is entitled to make ten guesses as to the title of a picture, but he or she must submit ten copies of the picture. The answer book relieves them of the necessity of cutting out the pictures, since it contains on each page a copy of the picture, with ten spaces underneath for answers.

In judging the returns, incorrect answers do not count against a contestant, if a correct answer is also given, except in the case of a tie, when the contestant who has the fewest incorrect answers takes pre-

cedence over the one with a larger number. Prizes are given those who come nearest to having a complete list of correct returns.

It is apparent that the Booklovers' Contest does not constitute a direct means of circulation building. At the same time in an indirect way it focuses attention on the paper, creates an increased interest in it and leads in that way to a strengthening and enlarging of circulation. Such American publishers as have tried it seem to have found it to be a very excellent way of increasing interest in their papers.



Good Advertising Increases Circulation

Publishers of weekly newspapers will be interested in the plan followed by the *Sarnia Weekly Canadian* in extending its list of subscribers along the rural mail routes. The *Canadian* has taken a leaf out of the book of the trade journals, and advances the argument to prospective readers that they can "save money in buying and make money in selling by reading the advertisements and market reports in the *Canadian*." The claim is made that a recent exclusive advertisement of an auction of general merchandise from a wreck was better "news" than the story of the wreck itself. A strong feature is made of retail merchants' advertisements which appear exclusively in the *Canadian*, and preference in position is given to those which carry illustrations and quote prices, and instances of money saved by reading advertisements are featured in the news. The current issue of the paper, which accompanied the circular carried 81 columns of advertising, of which less than four columns was foreign.



THE LINOTYPE COMPETITION.

Elsewhere in this issue is announced a very unique competition for printers and linotype operators. The Mergenthaler Linotype Co., Tribune Building, New York, are offering \$5,800 in prizes, of which \$1,000 is a special prize, for the most artistic and perfect specimen of linotype composition, especially produced in competition. Other prizes amounting to \$4,800 will be divided among four classes for the best specimens submitted produced in the regular course of business. The competition closes March 20, 1914, and a booklet giving full particulars can be secured from the publicity department of the New York office or from Canadian Linotype Co., Toronto.

The competition is open only to offices using the Linotype on January 1, 1914.

\$1,000 PRIZE PAPER TO BE READ AT TORONTO CONVENTION.

\$1,000 is the amount offered by *Advertising and Selling Magazine*, for the most helpful paper on Advertising or Sales. A special committee will judge the various papers submitted and the one receiving the award will be read at one of the sessions of the Ad Club's convention to be held in Toronto in June of this year. The author of the winning paper will be presented with \$1,000 in gold on that occasion. Will he be a Canadian? Contributions should be addressed to John K. Allen, Chairman Program Committee, Associated Ad Clubs of America, care *Christian Science Monitor*, Boston.

"A Turn in the Road from Nowhere" is the alluring title of a nicely printed booklet issued by the I. T. U. Commission. Its purpose is to arouse interest among apprentices and others desiring to better their position, in the I. T. U. Course of Instruction in Printing. An exceedingly attractive cover design, drawn by F. J. Trezise and printed in red and black, with the interior in two colors makes the booklet well worthy of the inspection of anyone interested in good printing. Every employing printer should shoulder a portion of the responsibility of assisting apprentices and workmen in his employ to attain a greater degree of efficiency, and no employer can make a mistake in recommending the I. T. U. Course. The commission was organized in 1907, and there are now enrolled over 4,200 students. Copies of "A Turn in the Road from Nowhere," together with other information, will be sent on application to the I. T. U. Commission, 632 South Sherman Street, Chicago.

The Editorial Writer's Opportunity

By Arthur Brisbane

(Reprinted from *New York Journal*.)

WE HAVE BEEN asked to express an opinion as to "the opportunity" of the editorial writer. Here is an outline of what might be said, among other things, on this subject:—

Writing for a newspaper is merely talking wholesale. Instead of talking to one man or a hundred at one time we talk through newspapers to five millions or more.

The editorial writer's opportunity is the opportunity to *say something*.

It is the greatest and most generally neglected opportunity in the world. Young men who intend to write editorials might learn by heart Boileau's lines:

"Ma Pensee au grand jour partout s'offre et s'expose,

Et mon vers, bien ou mal, dit toujours quelque chose."

Particularly the last line, which means: "My verse, good or bad, always says something."

The editorial writer's opportunity is the chance to *say something*. Many writers neglect that opportunity.

The newspaper is many things in our life. It is the principal literature of the American people, and, therefore, "good or bad," it is highly important to the country.

Among other things, the newspaper's editorial column takes the place of the public square at Athens, where one man could talk to all of the citizens.

The writer of the editorials is the talker in the public square of to-day. He can, if he chooses, do as much for this age as the Greek with the voice, instead of the pen or typewriter or phonograph, did in his age.

The best description of newspaper work and a very early expression also of foolish misunderstanding of newspaper work may be found in one short quotation from Schopenhauer's essay, "Some Forms of Literature":—

"The newspaper is the second-hand in the clock of history; and it is not only made of baser metal than those which point to the minute and the hour, but it seldom goes right—if it's wrong, the clock is wrong.

"The so-called leading article is the chorus to the drama of passing events.

"Exaggeration of every kind is as essential to journalism as it is to the dramatic art, for the object of journalism is to make events go as far as possible. Thus it is that all journalists are, in the very nature of their calling, alarmists; and this is their way of giving interest to what they write. Herein they are like little dogs—if anything stirs, they immediately set up a shrill bark.

"Therefore, let us carefully regulate the attention to be paid to this trumpet of danger, so that it may not disturb our digestion. Let us recognize that a newspaper is at best but a magnifying glass, and very often merely a shadow on the wall."

The newspaper, it is true, is the "second-hand" on the face of the clock of history. It must exaggerate each second's importance, otherwise the seconds could not be counted.

It exaggerates, in comparison with the slow-moving hour-hand. But it does not exaggerate, considering the needs of the individual reader.

For if the newspaper is the second-hand "in the clock of history," the individual is the second-hand in the clock of humanity. The nation is the minute-hand, and the race is the hour-hand.

The journalistic second-hand in its rapid, exaggerated talking keeps pace with that human second-hand, the individual, in his enforced concentration on the little things that happen in his little life.

An editorial can do four important things:

Teach,
Attack,
Defend,
Praise.

Teaching is the most important and the most difficult.

Attacking is the easiest and the most unpleasant, although sometimes necessary.

The defending of good causes, of the weak against the strong, of the new idea against ridicule, is important and usually neglected by editorial writers.

Praise also is neglected, except in a partisan sense without meaning.

The newspaper is not as Schopenhauer says, "a shadow on the wall," although many a newspaper is a mere shadow of what a newspaper should be.

A newspaper is a mirror reflecting the public, a mirror more or less defective, but still a mirror. The papers of the different nations reflect the nations more or less accurately. And the paper that the individual holds in his hand reflects that individuals more or less accurately.

Some mirrors and some newspapers are preserved as interesting old relics, although they have ceased to reflect anything.

And some newspapers startle the unaccustomed public with the accuracy of the reflection shown, and the public takes time to get used to it.

The newspaper does about what the public does; it is the public not the newspaper, that sets the pace.

If you have every newspaper in the United States giving first place to the result of a contest between eighteen men playing baseball and accomplishing nothing useful in a "championship series" you may be sure that the public is concentrated on that game.

If you have newspapers devoting space to the secret, pre-arranged murder of a gambler by other gamblers instigated by a police officer, you may know that the public's mind is concentrated on that crime and not on the proceedings of some scientific convention.

The opportunity of the editorial writer is the greatest opportunity that exists. For men have developed as men only since language gave to the in-

dividual the power to transfer his thought complete to the brain of another.

The power to transfer your thought and make it effective is the greatest power, excepting the exceptional power to discover new scientific truth.

It is possible for the editorial writer now to talk to at least five millions every day. That actually happens.

With our newspaper machinery as it exists it will be possible to talk to the entire reading public every day. No power can be greater than that. The editorial writer's power is the power of suggestion and the power of repetition—very great forces.

The opportunity of the editorial writer is wasted usually. It is true that nearly always the so-called "leading article," or editorial, "is the chorus of the drama of passing events." But that is not always true, and it will be true less and less as the newspapers and newspaper readers realize their duty and opportunity.

The newspapers are like the churches. There are eminently respectable preachers that say nothing, and less numerous preachers that say something.

In the days of slavery the Episcopal Church in New Jersey rejected a picture offered as a frontispiece for a prayer book because it showed kneeling at the feet of Christ, with the widow and the orphan, a black slave in chains. The good religious gentlemen said that such a picture might be misconstrued as an attack on slavery and stir up hard feeling. Those good gentlemen were "the conservative press" of their church.

At about the same time Henry Ward Beecher, in his church in Brooklyn, put up a runaway slave girl in the pulpit and sold her at public auction, the proceeds to be devoted to the work of freeing the slaves.

He was the "yellow journalist" of the church.

He was more successful than the respectable clergymen, because he deserved to be more successful.

First have something to say. Then say it so that people will *see* it, *read* it, *understand* it and *believe* it.

Those are the four things: the reader must *see*, he must *read*, he must *understand*, he must believe.

If you want to write an editorial defending Moses against the attack of Rabbi Hirsch, who denounces some of Moses's teachings, you can put almost any kind of a heading on your editorial.

If you head it "Analysis of the Dietetic Teachings of the Ancients," 90 per cent. of those that "see" the heading won't *read*.

You can write the same editorial, head it, "Be Kind to Poor Moses, He Had No Icebox," and 90 per cent. of those that *see* will *read*.



Beware of Subscription Fakirs

Fraudulent magazine solicitors have been active of late in several parts of Canada and have succeeded in separating considerable money from the unwary. These men generally make their headquarters in the big American cities, but make regular visits to Canada, at times when the conditions for operating are most favorable. Although it is believed that most of them have now migrated across the line as is their custom during the cold weather, it is certain they will return again in large numbers during the spring and summer. They frequently do their biggest work at fall fairs, offering an alluring proposition to unsuspecting country folk.

For the protection of honest subscription canvassers, it is high time these fakirs were rounded up. If one or two were convicted and jailed the word would quickly be passed around that Canada has become "dangerous." No one can lay information against these men with greater certainty than can the publisher of a newspaper because he is the one man who should scent a spurious proposition quicker than any other. Publishers are advised to endeavor to have any canvassers who cannot give absolute proof of authority to solicit subscriptions and whose proposition appears fraudulent, held by the police until their references can be communicated with. *Printer and Publisher* will gladly co-operate in any way possible in the securing of information about canvassers from the United States.



The A. N. P. A. uses these and similar cartoons in its campaign against free-publicity.

HAPPENINGS OF THE MONTH

Among the Job Offices

J. E. Eaton, Montreal, has been closed out by bailiff's sale. Stevens and Price, Commercial Printers, Sherbrooke, recently installed a Miehle cylinder.

The Page Printing and Binding Co., Sherbrooke, has just installed a monotype equipment.

Clarke & Stewart, Vancouver, suffered fire loss to the extent of about \$10,000, mostly covered by insurance.

P. E. Beaulieu, of the firm of Beaulieu & Rivard, Sherbrooke, has been appointed tax collector for that city.

The *Canadian Israelite*, Winnipeg, has been closed out, and the plant sold by auction for the benefit of the creditors.

The printers and bookbinders in Halifax have all they can handle at the present time. Prospects for the future are bright.

Pacific Printers (The Metropolitan Press), Vancouver, B.C., have removed from 299 Helmcken Street to the fifth floor, World building.

Lud. K. Cameron, King's Printer for Ontario, is seriously ill as a result of a paralytic stroke. Good hopes are entertained for his recovery, however.

H. J. Jones Sons, Limited, London, Ont., recently moved into their new building which has been equipped throughout with entirely new plant and material.

Hurley Printing Co., Brantford, Ont., have recently given their composing room a new labor-saving equipment laid out to the best advantage under the latest modern ideas in plant arrangement.

H. C. Fairbank, Toronto, recently vacated his premises at 30 Wellington St., West, to take up new quarters at 122 Adelaide St. West, at which location he has secured a modern, time-saving layout for his entire plant.

At the last meeting of the Allied Printing Trades Council, Vancouver, the following resolution was passed: "That the moral sense of the Council does not approve of any of its branches doing work that will help the employers in case of any of the crafts that are on strike."

C. J. Porritt, until recently foreman of Stettler (Alta.) *Independent* is now in the job printing business for himself at Drumbellar, Alta. Mr. Porritt is the first printer to locate in the town, which is a prosperous coal-mining centre, and his prospects for success are said to be decidedly bright.

The controversy over the site for the new Methodist Book and Publishing House, Toronto, was ended by the special investigating committee bringing in a lengthy report and the Book Committee deciding finally to go ahead with the building at the corner of Queen and John streets, in accordance with their original plans.

With the Newspapers

NEWFOUNDLAND.

The printing business in Newfoundland has kept up its end of the plank during the present season. Some of the finest grades of press work, etc., are now being done in this country which formerly had to be imported. Notably the *Western Star* at Curling has a contract to supply greeting cards for the branch of the Bank of Montreal and are doing the work throughout from raw material; in former years this work was done in the Old Country.

Local advertising is more brisk than ever this season and the St. John's dailies are carrying many departmental half-page and full page advertisements. The weekly papers scattered over the country, too, are receiving considerable demand for advertising space. Besides local business, there is a goodly supply of foreign advertising offering, and some good contracts have been made by the *Western Star* of Curling and some other weeklies since the last of December.

The annual holiday publication season is now in full blast. At St. John's alone some dozen or more Christmas numbers were issued during December.

The *Halla Lact* was issued last week at St. John's.

The *Trinity Enterprise* will issue a Christmas edition the end of the present week.

The *Christmas Chronicle* was issued from the St. John *Herald* office on the 16th inst.

The annual Christmas Number of the *Free Press*, published by Robinson & Co., made its appearance also on the 16th of the present month.

John Evans of St. John's will issue this month the Christmas number of his Newfoundland Quarterly. Many choice articles from able pens will be contained in this issue.

Christmas Bells, by Gray and Goodland, was published the first week in December. It contains a large number of illustrations including several of Prince Albert during his visit to the West Coast of Newfoundland last summer.

MARITIME PROVINCES.

Bathurst, N.B., has a newspaper, non-political, the first issue appearing on Dec. 17.

R. E. Armstrong of the *Beacon* has been re-appointed a member of the St. Andrews, N.B. school board.

Fred. H. Stevens, editor of the Hartland, N.B. *Observer*, who has been unwell for some time, has returned to office duties.

George S. MacLauchlan, of Woodstock, N.B., is the owner and editor of the Van Buren, Maine, *News*, a lively weekly in Aroostook County, Maine.

Wendall T. Farris, a former newspaper man of St. John, now practicing law in Vancouver, has been visiting his father, Hon. L. P. Farris in Queens county.

T. Emmett Melmore, a graduate of the Woodstock, N.B. *Press*, son of J. C. Melmore of that town, is a leading member of the Murray Chamber of Commerce, and editor of the Chatsworth *Times*, Murray County, Georgia, one of the principal newspapers of that State.

The *Gloucester Northern Light* is a new paper which made its first appearance at Bathurst, N.B., on December 17. It is 4 pages, 6 cols., and appears to be fairly well patronized by local merchants, the first issue containing 11 columns advertising. C. M. Murereau is proprietor.

H. Thaddeus Stevens, founder and editor of the Moncton *Daily Times*, from which he retired several years ago, died on December 20, as the result of a stroke of paralysis some months ago. Mr. Stevens was in his 78th year at the time of his death. He was Moncton's first mayor.

QUEBEC.

Montreal *Le Peuple* claims \$10,000 from *L'Action Sociale* for alleged libel.

The Montreal *Daily Telegraph* is going in greatly for competitions. It has dropped the sub-title "and Daily Witness." for good.

H. L. Eccles, formerly of Toronto, is on the Montreal *Gazette* reporting staff, and also runs a little weekly, known as the *North End News*.

E. G. Hart died in Montreal aged 72. He was for many years owner of the Westmount *News*, and afterwards founded the South Shore *Press*.

A. W. Cooper, of Montreal *Daily Telegraph*, has joined the Montreal *Star* reporting staff, in company with W. Scott, also of the *Telegraph*.

Harry Bragg, proprietor of the *South Shore Press*, St. Lambert, recently issued a special Board of Trade number, a very creditable production.

The cashier of the Montreal *Herald* was robbed of \$500 in cash while making his rounds to pay the staff. The hold-up man made a complete getaway.

Hal. Brown, of the Montreal *Daily Mail* and Edward Dawson, formerly of *Sporting Chronicle*, Manchester, have joined the editorial staff of the Montreal *Daily Telegraph*.

Captain J. Reid R. E. (T.) the well-known military critic, is awaiting with interest the advent of a Bulgarian who it is said is crossing the Atlantic to force him into a duel.

Montreal *Telegraph* is ensuring good attention being given to its sporting page during the hockey season, by offering \$3,000, in amounts of \$250 weekly, in cash prizes for the nearest correct forecasts of the scores of the games of the National Hockey Association.

The issue of Montreal *Herald* for November 26 was edited entirely by women, and was largely an appeal on behalf of woman suffrage. Prominent Montreal ladies were in charge of the various editorial departments and the result of their literary efforts is very creditable to them.

A new Italian paper has made its appearance in Montreal under the title of *Il Corriere d'Italia*. Its program is to protect Italian interests in Canada and to help the immigrant to become a good Canadian subject. *Il Corriere d'Italia* is edited by C. G. Santine and Paul B. de Volpi.

Hon. W. S. Fielding has taken over the editorship of the Montreal *Daily Telegraph*, being welcomed to the city by the Montreal Reform Club at a great banquet in the Ritz-Carlton, which was attended by Sir Wilfrid Laurier and the party chiefs. Mr. Fielding's first editorial in the *Telegraph* appeared on Friday, December 12th.

The Supreme Court at Ottawa has dismissed the appeal case of *L'Eccolement Publishing Company* and the *Chronicle Publishing Company* of Quebec, vs. Letourneau. The judgment confirms the finding of the court below, awarding damage to Letourneau against the two newspapers on account of certain accusations made against him in connection with the retirement of the opponent of Sir Wilfrid Laurier in Quebec in the 1911 elections.

ONTARIO.

Louis D. Thompson is now publisher of Burford *Advance*, having purchased the paper from M. Messecar.

D. G. Tuckwell, formerly editor of Fort William *Herald*, was elected mayor of Lloydminster, Sask., on December 8.

Sympathy is extended to W. W. Chiff, until recently editor of Carleton Place *Central Canadian*, in the death of his wife.

The new permanent quarters of the Toronto Press Club, located at 158 Bay St., were officially opened on December 23.

Brantford *Courier* has added a comic section to its Saturday edition, and reports that the feature is much appreciated by readers.

Jemison Young, for the past three years city editor of St. Thomas *Journal*, resigned to accept a similar position with London *Advertiser*.

The Whiting Special Agency, New York, has been appointed foreign advertising representative for the seven trade publications of the Acton Publishing Co., Toronto.

Robert W. Ferguson, at one time editor of Listowel *Banner*, died suddenly of heart trouble. Mr. Ferguson was in his 80th year, and was one of Listowel's best known residents.

Canadian Press Limited has granted to the London *Advertiser* a morning newspaper franchise service, commencing January 1. The *Advertiser* marks its 50th anniversary by inaugurating a morning edition.

Woodstock *Sentinel-Review* in conjunction with *Canadian Countryman*, Toronto, is operating a circulation contest, offering as principal prizes an auto, Shetland pony and buggy, Grafanola and kitchen cabinet.

Additions have recently been made to the equipment of the Chatham *Planet*, under the direction of Mr. S. Stephenson. A Dwyer ruling machine has been secured to take care of their special ruled forms, etc.

Charles Chapman Company, London, have lately been making considerable additions to their plant equipment. Among the more recent are a National Thread Book Sewing Machine and a Power Wire Stitcher complete with motor.

Thomas W. Whalley, who recently disposed of his interest in Dundas *Star*, has secured a controlling interest in Peterborough *Review*, and is now its managing director. T. Dobbin, former proprietor, is dropping out in order to take up other work.

S. C. Cooper has purchased the plant of the defunct Lion's Head *Courier* from the executors of the estate of the late R. E. Moore. Mr. Cooper has commenced publication of a new six-column 8-page weekly at Lion's Head, naming it Bruce Peninsular *News*. L. Post is editor.

J. D. R. Jameson, editor of the *Abitibi Post*, of Cochrane, disappeared this month to parts unknown, leaving the burden to be faced by his former partners, Messrs. Jobson and Cotterel. They have met the situation with commendable courage, and Horace E. Bell, formerly of Toronto *Mail and Empire*, and later of Cobalt *Daily Nugget*, has been engaged to edit the paper.

The announcement is made that the minister of Agriculture of Ontario will shortly start the publication of a journal of agri-

culture to record the doings of the various branches of the department and also the progress of agriculture in Canada. The Provincial Governments will lend their co-operation. It will be along the lines of similar publications published by the Governments of France, Great Britain, and New Zealand.

J. J. Sidey, for nearly half a century editor and proprietor of Welland *Tribune*, died at his residence in Welland on December 20. Mr. Sidey was regarded as one of the best newspapermen in Ontario and because of his honorable and upright character and his good business ability, was greatly respected by all who knew him. He was 69 years of age. His son, Herbert Bruce Sidey, has been in charge of the paper during his father's illness.

Melville W. Rossie, for the past twelve years managing editor of the London *Advertiser* and Charles O. Smith, formerly a partner in the advertising agency of Hora-Baker-Smith, Winnipeg, have purchased a controlling interest in the Port Arthur *Chronicle*. Frank B. Allen, founder of the paper, is retiring from active journalism and has gone to Winnipeg. Before leaving Mr. Allen was presented with an address and gold watch by his staff, the members of which expressed deep regret at parting with their popular manager. Mr. Rossie was tendered a complimentary dinner by his London friends prior to leaving to commence his new duties. Wallace Lant has succeeded Mr. Rossie as managing editor of the *Advertiser*.

SASKATCHEWAN.

R. H. Mathews, *Scott Herald*, was re-elected Mayor of Scott by acclamation.

Zealandia *Telegram* has been purchased and taken over by James Lucusson.

Moose Jaw *Times* is giving tea sets as a premium for two new yearly subscriptions.

The Meyronne *Independent* is a new weekly published at Meyronne, Sask., on the Weyburn-Lethbridge line.

W. W. Smith, of the Battleford *Press*, has been re-elected mayor of Battleford for a second term by acclamation.

The annual building and development number of Saskatoon *Saturday Press* recently issued, is a magnificent production, alike in typographical and literary excellence.

D. G. Tuckwell, editor of Lloydminster *Times*, was on December 10th, elected Mayor of the famous Barr Colony town on the boundary line between Saskatchewan and Alberta.

Saskatoon *Phoenix* issued its Annual Harvest number on December 4th, and it was, as usual, a very creditable issue. It contained a vast fund of valuable data regarding Saskatoon and Saskatchewan.

ALBERTA.

S. T. Hodson, editor of Okotoks *Review*, was elected to the town council by acclamation.

Calgary *Herald* is now housed in its splendid new building, the first issue to be printed there being that of December 15. The *Herald* now has one of the finest newspaper buildings and equipments of its size on the continent.

The entire staff of the Edmonton *Journal* were tendered a sumptuous banquet by the management of the paper on Saturday evening, December 13. The program which followed was exceptionally well planned and contained many amusing jibes at individual members of the staff. The lady journalists were given a theatre box party.

Negotiations are in progress between Medicine Hat Typographical Union and the employing printers of that city, with a view to arriving at a mutually satisfactory agreement and scale of wages to replace the one which expired on December 31. It is understood the union is asking for a considerable increase in wages and a slight reduction in the number of working hours.

BRITISH COLUMBIA.

Gilbert Kay, publisher of Phoenix *Pioneer*, was married to Miss Emily Larson.

R. W. Hulbart, for the past two years editor of Coquitlam *Star*, has resigned to take up other business.

L. D. Taylor, of Vancouver *World*, is a candidate for the mayoralty. He was mayor in 1910 and 1911.

The *Kadato*, better known as the *Canadian Ruthenian Gazette*, has been moved from Winnipeg to Vancouver. Paul Krat is editor.

W. Coyney, a well-known newspaper man on the Pacific coast, is starting an illustrated weekly in Prince Rupert to be known as the Prince Rupert *Post*.

The Vancouver Press Club has in hand the first of a series of what might be termed a house organ, being a little sheet, gotten

out with different editor and staff each month. The name will be the *Pro-Voc-Au-Su*, being the first letters of the daily papers. The staff for the first issue are members of the Province editorial staff.

D. B. Taylor, who has been managing editor of the Prince Rupert *Daily News* for fifteen months has decided to return to Ontario. H. F. McRae, formerly in the real estate business here, has secured control of the *Daily News* and has taken up the management and editorship. G. R. T. Sawler, who was one of the pioneer newspapermen of the city, but who has not been actively engaged in the work, selling out three years ago, has taken the city editorship of the *News*.



Review of Books Received

Things to Know About Trade Marks. Published by J. Walter Thompson Advertising Company. This is a very interesting and instructive treatise on the subject of trade marks, profusely illustrated and including information about Canadian and United States laws respecting trade marks. It tells the history of some well-known marks and advances reasons for their popularity and the success of the goods they represent. Altogether this little book is a very valuable one, and every advertising man should have a copy.

Report of Canadian Printers' Cost Congress (French.) This book contains the complete addresses and discussions of the Second Canadian Cost Congress, held at Montreal in October, 1912. The book is splendidly printed and contains cuts of all the speakers. The translation and publication was authorized by Montreal Printers' Board of Trade and they deserve great credit for the successful carrying out of their enterprise. Any French printer who desires a copy should write to the Montreal Printers' Board of Trade for one.

Advertising as a Business Force. By Paul Terry Cherrington, Toronto; The Musson Book Co. Intended as a text book for the Associated Advertising Clubs of America and splendidly compiled and written to suit the purpose. The book contains nearly 600 pages, and a comprehensive index is included to make ready reference easy. Such subjects as "The Problems of Medium Selection," "The Advertising Manager," and "The Advertising Agency," as dealt with in the book are among those of very especial interest to those engaged in the newspaper profession. At the same time there is much other valuable matter relative to all the problems of the advertising business and the truly up-to-date advertising manager should know his field not only from the newspaper's viewpoint, but that of this prospective or actual advertiser as well. Mr. Cherrington has combined in his book all the meat of the nut, making a thesis on advertising par excellence. No other book yet published approaches it for comprehensiveness and clearness of vision and while it is conservative in tone, yet it embraces every advanced idea that has proven its value in any way in the advertising world.



Toronto Dailies Make War on Each Other

One of the many cartoons appearing in Toronto daily papers of late in a mud-slinging battle in which most of the papers are participants.

The silhouette portrait is intended to represent the Telegram's editorial writer.



"In the Seat of the Scornful."
Toronto World.

Christmas Editions Issued by Many Papers

Special Christmas numbers were issued by a large number of newspapers both dailies and weeklies, throughout Canada. Speaking generally, the holiday issues received by *Printer and Publisher*, were very creditable productions, a number being entirely home print. The advertising patronage appeared to be very satisfactory and it was evident that in a number of cases a very nice profit had



First page of a very pleasing Christmas number used by Kingston *Whig* and other papers. Colors, red and black.

been realized. The "Christmas Special" supplies the readers with an abundance of seasonable literature and is always a safe venture from a circulation standpoint.

The syndicate edition issued by Talbot's of London was, as usual, very popular and was used to good advantage by a large number of papers. The paper is furnished in 6 or 7 column width with an outside page as shown herewith, and the inside may be ordered with blank spaces for advertising as desired, the balance of inside being devoted to Christmas matter and illustrations. Among the papers which used the Talbot edition were the following: Kingston *Whig*, St. Catharines *Journal*, Peterborough *Review*, Brantford *Courier*, Vernon (B.C.) *News*, Perdue (Sask.) *Witness*, St. Thomas *Times* and Chatham (N.B.) *Gazette*.

Another syndicate number used quite extensively was decorated with a very large Santa Claus head and clusters of children's heads for a border design. *MacLeod Spectator*, Sudbury *News*, Neepawa *Register*, Port Colborne *Times*, Athabasca *Northern News* and Kam sask *Times* were among the papers which made use of it.

London *Farmer's Advocate* published a very creditable Christmas number of 100 pages in magazine form.

The Christmas number of Quebec *Telegraph*, published in magazine form, featured the celebration of 100 years of peace on its front cover. A splendid panoramic view of Quebec city and several beautiful Christmas pictures in colors were included as supplements.

TRADE NOTES

THE MONOTYPE POPULAR IN QUEBEC CITY.

The number of Monotypes being installed by the job offices and newspapers in Quebec City should be a source of considerable satisfaction to the makers of the machine and the management of the Canadian branch. No less than five standard equipments (caster and keyboard) have been sold in that city during the past few months, the purchasers being: Franciscan Missionaries of Mary (one), *Le Soleil* (two), and *L'Evenement* (two).

Other recent installations include Moore Bros. Printing Co., Toronto; Noble Scott, Limited, Toronto; Times Printing Co., Hamilton; B. Plow & Co., Montreal, each one standard equipment, and the University of Toronto one additional caster.

AN INTERESTING PORTFOLIO ABOUT A UNIQUE SERVICE.

To give printers all over Canada, but especially the country towns and smaller cities, the complete advantages of a private engraving and embossing department without any expense whatever, is practically the service described in a portfolio produced by the Standard Embossing Co., Toronto. Here is set forth through



description, price lists and specimens a service that enables the printer to offer his customer engraved and embossed business or social stationery, cards, wedding invitations, etc., with practically no effort other than taking the order and delivering the finished work. A postal to the Standard Embossing Co., Toronto, will bring more complete details of this interesting service.

A NEW MODEL PONY OPTIMUS.

After giving the machine a year's trial under ordinary working conditions the Babcock Printing Press Co. have put their new model 41 Optimus pony two revolution press on the market.

The No. 41 is a two-roller press; bed 28 x 41; form 24 x 37; sheet 25 x 38; speed 2800; delivery printed side up.

Some of its original and superior features are: bed strongly supported by four tracks; all composition rollers interchangeable with each other; no angle rollers; table rollers are geared; distribution never ceases while press is running; fountain trips automatically when impression is tripped.

Miller and Richard, Toronto and Winnipeg, are agents in Canada for the Optimus and will be pleased to give full particulars about the latest addition to the Babcock family.

H. J. LOGAN, TORONTO, SECURED AGENCY FOR WELL-KNOWN LINE OF ENGLISH TYPE.

H. J. Logan, Toronto, recently made final arrangements in regard to the complete line of R. H. Stevens & Co., London, Eng., celebrated type, and is now stocking up with this material as quickly as possible. Stevens' type is well-known in Europe for the hard, durable metal used in its manufacture. It will be carried in stock in Toronto in all the modern up-to-date faces, point line and point set. We believe H. J. Logan, 114 Adelaide St. W., Toronto, will be pleased to give full particulars regarding this line of type to anyone interested.

A RECORD YEAR FOR THE OPTIMUS IN CANADA.

The 1913 sales of Optimus presses in Canada surpassed all previous records and the makers of the press and their Canadian agents are anticipating a still larger business in 1914, for as they themselves put it, "the best advertisements of the Optimus are not printed—they print." They have not neglected the "printed" advertisement, however, but have kept up consistently their full page advertising in *Printer and Publisher*. Therefore the friends of that paper will be gratified also in knowing that the year 1913 has been such a satisfactory one. No stronger recommendation for the Optimus could be found than the fact that many of the orders received are from firms that have used that make of machine for many years and are now adding to their cylinder press equipment. It is also notable that frequently several orders are received from one town when the offices are in close touch with each other. The makers are Babcock P. P. Co., New London, Conn., and the Canadian agents are Miller & Richard, of Toronto and Winnipeg.

MANUFACTURERS OF INTERTYPE PUBLISH OPTIMISTIC REPORT OF OPERATIONS.

The International Typesetting Machine Co., makers of the Intertype, has recently issued a printed report of operations from the time of its organization in November, 1911, to October 31, 1913.

We quote from the report the following details of interest to printers, and it will be seen that the company is doing a very fair business and apparently has a bright future before it.

"The company employs over 900 people in the factory, and with the sales organization there are about 1,000 people on the payroll.

"The first Intertype was delivered on March 11, 1913, and since that time 261 machines have been delivered. . . . Not a single machine was taken back or rebuilt, and every Intertype is running as it was shipped from the factory. . . . The policy of one price for all has been rigidly adhered to.

"We have orders for machines two months in advance, and orders are coming in more rapidly than we can build machines.

"The company maintains an experimental department and makes every effort to improve the design and quality of its machines.

"The company is preparing to enter the foreign markets, and has already made arrangements for agencies in Canada, Australia, South America, and Scandinavia.

Miller & Richard, Toronto and Winnipeg, are Canadian agents for the Intertype.

TORONTO LINOTYPE SCHOOL.

The operator problem is still very acute, and purchasers of Linotypes find the school of instruction maintained by Canadian Linotype, Toronto, a practical means of overcoming their difficulties in this connection. Each purchaser of a Linotype is entitled to send one student to receive instruction, lasting about six weeks, absolutely free of charge. This plan gives an excellent opportunity for breaking in old employees, and such men are much more likely to remain with the job than experienced operators who are brought to town to run the machine.

All students receive expert instruction in the proper care of machines, the uses of every part, the making of ordinary adjustments, and, in fact, a thorough knowledge of the principles of operation, etc., gained from taking down the entire machine and setting it up again.

If it is desired to shorten the course the student may easily acquire a fair degree of skill and speed by practicing on a Thaler keyboard prior to attending the school.

A charge is made for instructing students who are not sent by customers of the Linotype.

LINOTYPE ANNUAL REPORT SHOWS HEALTHY GROWTH.

The printed reports of the Mergenthaler Linotype Co. for the company's fiscal year ending September 30 have just been received.

The report of the president and the treasurer's financial statement would indicate that the company is doing a very large business, and that it is still increasing, the report stating that the number of machines built during the year being the largest in the company's life. The net financial gain was also very satisfactory, being the largest in the past five years.

There are now in existence in various parts of the world approximately 30,000 Linotypes, composition being effected in more than 20 different languages, differing greatly in their mechanical requirements.

The Brooklyn works have been extended and improved, and now contain 345,000 square feet of floor space, almost entirely of

the latest improved construction. The tool equipment has been enlarged and modernized, and many new tools produced also.

The company states that the value of their Canadian business has increased during the year largely because of the removal of the Canadian duty.

The Linotype Company has always been prominent in welfare work for its employees, and a further advance step has been taken during the past year in the adoption of an insurance system, whereby all employees are insured for the benefit of their families for an amount equal to one year's pay, not exceeding \$1,500, and this wholly at the company's expense. The company also contributes to the treasury of the employees' mutual aid society an amount equal to that contributed by the members. It is not surprising, therefore, to read in another paragraph that "the relations between the company and its workmen continue to be, as they have been for twenty years, harmonious and cordial."

Give the "MONITOR" a Trial

Place the 1913 "Monitor" alongside any wire stitcher in the world and compare them for Speed, Strength, Simplicity, Durability, Quality of Output, Ease of Adjustment, Expense of Up-Keep, then render a verdict. Do this out of justice to yourself if not to the machine.

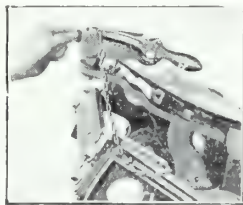
H. J. LOGAN

114 ADELAIDE STREET WEST

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TORONTO, CANADA

Agent for the complete line of Latham Machinery, Brown Folding Machines, National Thread Sewing Machines, Dewey Ruling Machines, Krause Machinery, Anderson Bundling Presses, etc.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers.

The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work.

For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. J. Gordon presses.

Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions. Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the U.S., and Possessions, besides every other country in the World. An invaluable aid for the library of well-read men and women. Thirty years of experience in map engraving and thorough devotion to the developments of this line show in our

work. \$1.50 in cloth, and \$2.00 in leather, carriage paid to any point in the World.

1913 Atlas by Townsend MacLean, A.M. With 120 pages of maps, 1800 Bible Atlas with maps and 120 pages of text matter, \$2.50 carriage paid.

"As a special offer for January we will send FREE with all orders one of the above Atlas a copy of our Gazetteer of the World, which is full of maps and valuable information. Tell your friends and order today."

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.

A SPLENDID ATLAS.

L. L. Poates Publishing Co., New York, have recently issued an up-to-date atlas of the world which is a very creditable production in every respect. It contains individual maps of every state and territory and every Canadian Province, as well as every country in the world. This should be an especially valuable reference book for all newspaper men.

**DOMINION GOVERNMENT LIKES THE MULTIPLE
LINOTYPE WAY.**

Preparatory to handling a larger amount of machine composition during the coming session of Parliament, the Dominion Government has recently installed four model S 3-decker Linotypes, making a battery of 35, the largest in Canada.

Another interesting installation made by Canadian Linotype, Limited, is that of a quick change model 5, for the Viking Press (formerly the Heimskringla News and Publishing Co.), Winnipeg. Viking Press are linguistic publishers, and the machine supplied them is equipped for setting Polish, Norwegian, Russian and Swedish.

The model K Linotype is proving a popular machine with the weekly and smaller city daily publishers. St. Thomas *Times* purchased one about three months ago, and has now installed a second one of the same model. Owen Sound *Times* and Peterboro *Review* have also chosen the model K, both offices disposing of their old machines of another make in favor of the Linotype.

Moncton *Times* has installed a model S, Hamilton Typesetting Co. a model 5, and St. John's (Nfld.) *Union Advocate* a model 15. Montreal *Herald* has added a model K and a model 8.

AN UNIQUE BOOKLET.

The Howard Smith Paper Mills, Limited, Montreal, Que., have recently sent out an interesting and unique booklet de luxe. Unique not only for its attractive appearance, but for the papers it is featuring. The best recommendation of the papers featured is the effect they produce on this booklet. We believe all printers interested in better grade printing would be benefited by a perusal of this booklet.

Intertype Catalogue. The International Typesetting Machine Co. has issued a new catalogue describing the Intertype in considerable detail and setting forth the policies under which they are doing business. Among the improvements claimed for the new machine are a quick change magazine and one piece escape ments. The magazine and matrix delivery belt have a steep inclination, which is said to make the machine speedier than the Linotype. Other new features are found in the assembler, second elevator guide post, rise jaw dial, mold and liners, knife block, ejector slide, back rail and channel entrances. The catalogue is one that will interest operators and machinists as well as composing machine owners and printers generally. It can be secured by addressing the company's offices in the World Building, New York City.

Facts About the Goss Comet (not Halley's Comet) are now printed in attractive form and a copy of the booklet may be obtained by writing Goss Printing Press Co., Chicago. It describes concisely fully the Goss Comet single acting flat bed perfecting press, which is a machine specially adapted to the needs of the medium size daily or large weekly. To this class of publishers it promises to be as great a boon as the larger newspaper and magazine presses made by the same concern have been to those in the big daily and publishing field. But if you are interested get the "facts" for yourself.

**MOTORS FOR PRINTING
PRESS DRIVE**

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of Electrotypes from
Halftones.

The National Electrotpe and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

**Buntin
Gillies & Co.
Limited**



**Strathearn
Art Book**

Specially made for fine cuts

Try it on your next catalog
WHITE

7c. per lb.
Bale Lots 6c. per lb.

In stock at Hamilton

25 x 38— 60 lb. 500s
" 80
28 x 42— 80
" 100

TINTS

8c. per lb.
Bale Lots 7c. per lb.

In stock at Hamilton

25 x 38 —80 lbs. 500s

BLUE GREEN CANARY
INDIA PINK

Samples on application

**FRANKLIN
Prepared Tympan**

8c. per lb.

Suits all presses.
Strong and of uniform thickness.
Gives sharp type impression.
Resists offset and dampness.

In stock at Hamilton

Rolls 36 inches wide
48 " "
54 " "

Flat sheets 24 x 36—100 lb.

Samples on application



**Hamilton
and
Montreal.**

Fire Insurance Rates

Reduced ^{BY} USING
THE JUSTRITE
SAFETY OIL CAN

For	
GASOLINE	TURPENTINE
BENZINE	NAPHTHA
KEROSENE	ALCOHOL

**Air-tight, Fire-proof,
Non-leakable** and simple
and practical in application



Special Funnel not required

Use ordinary funnel, which is held firmly in place while fitting cap closes automatically when funnel is withdrawn.

OILY WASTE CAN

Opens with the foot—closes automatically absolutely safe saves time.
Both cans approved and bear the Underwriters label.

Circular and Prices on Request.

Justrite Mfg. Co.

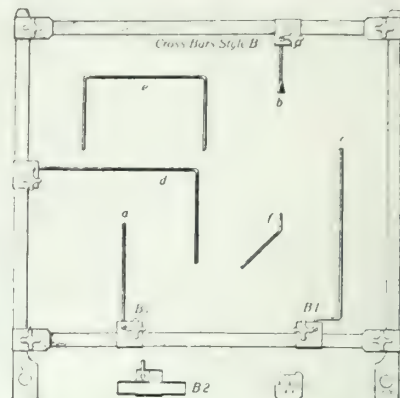
325 So. Clinton St.
CHICAGO, U. S. A.

Canadian Agents:

Stephenson, Blake & Co.	-	Toronto
Miller & Richard	-	Winnipeg
Geo. M. Stewart	-	Montreal



“Install the Gripper on My Other Presses”



That's the value Alonzo Fowle, proprietor of The Fowle Printing Co., Milwaukee, places on

Hake's Perfection Grippers

Mr. Fowle says: "Your Blake Perfection Grippers installed three months ago have given perfect satisfaction and *are great time savers*. They do all you claim for them. *You may install the grippers on my other presses.*"

Have'n't you a platen press on which you could profitably use a Hake Perfection Gripper? Whatever your work may be, heavy rule work, solid color work, halftone or regular commercial work, let us tell you how you can produce it cheaper and better with the Hake Perfection Gripper.

Send for information to day.

J. C. LIGGETT, 108 Yonge Street, TORONTO

BROWN BROS., LIMITED

wish to announce that they are now
established in their new quarters

SIMCOE and PEARL STS., TORONTO

where even more extensive and varied stock will be carried, and the better facilities will enable them to render even better service.

Whether you want Book Paper, Bond Paper, Cover Paper, Writing Paper, Ledger Paper, Sundry Papers or Bookbinders' Supplies, you will secure the most satisfactory goods with the quickest service by writing.

BROWN BROS., LIMITED, Simcoe and Pearl Sts., Toronto

\$6

Boston Model

WETTER

TYPE-HIGH NUMBERING MACHINE

The name "WETTER" stands for the Best Type High Numbering Machine possible to construct. Has stood for this 29 years.

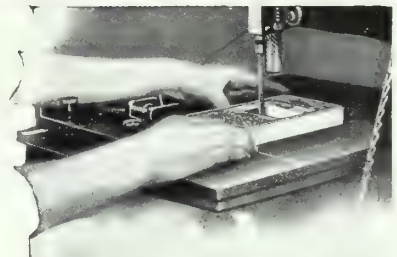
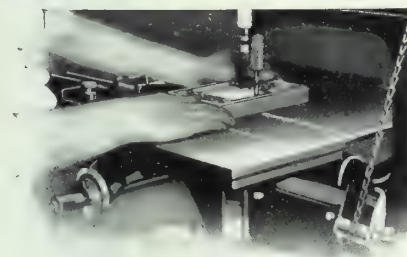
Insist on having a machine stamped with the name "Wetter,"

Can be "locked" in form same as type to number and print at one impression.

SOLD BY ALL BRANCHES

The Toronto Type Foundry, Limited

Wetter Numbering Machine Co., 345 Classon Ave., Brooklyn New York, U. S. A.



Drilling holes in the plate to admit the jig saw preparatory to mortising.

By a simple change the jig saw is thrown into operation and the mortise is sawed out.

Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners.

WANTED 20,000 PRINTERS—AD and JOB MEN

to mail a post card for a copy of "Millerized"—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write today.

MILLER SAW-TRIMMER CO. POINT BUILDING PITTSBURGH, PA.

"ROLLAND" PAPERS

(MADE IN CANADA)

For all Commercial Stationery, Blank Books, Loose Leaf Forms, etc., these papers are in a class by themselves. They suit the particular and please the indifferent.

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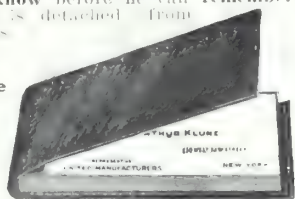
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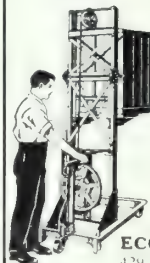
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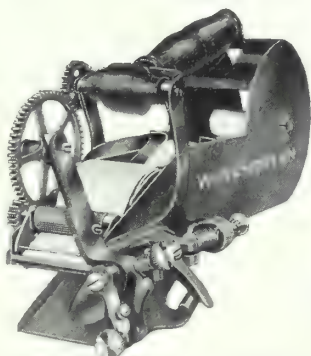
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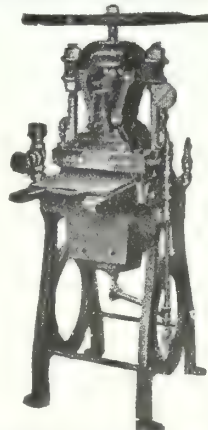


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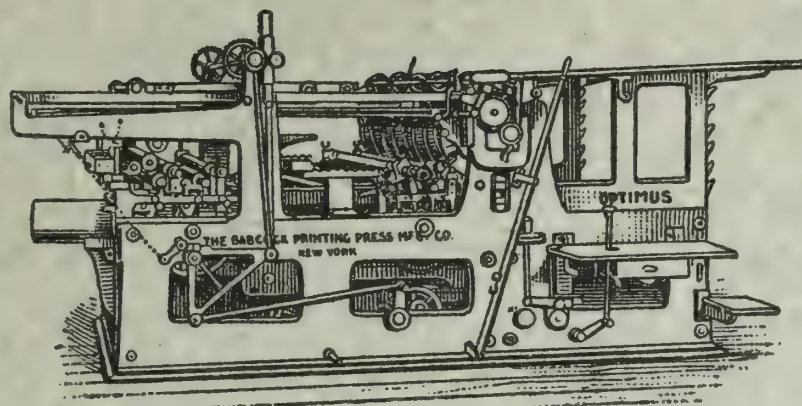
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There is no surer way for a Printer to increase his business and his profits than to install a

Babcock Optimus No. 43

This machine is furnished with every requisite for high class half tone and color printing and rapid commercial work. All composition rollers are interchangeable and the distribution is not excelled by any press of any size or make.

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It occupies little room, stands low, is conveniently handled and has never been approached in efficiency in printing small forms with big profits.

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One size only.

Our Best Advertisements are not Printed—They Print.

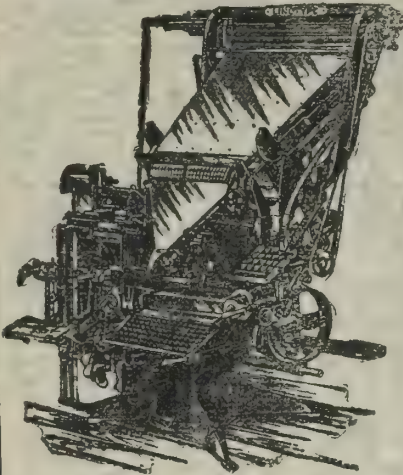
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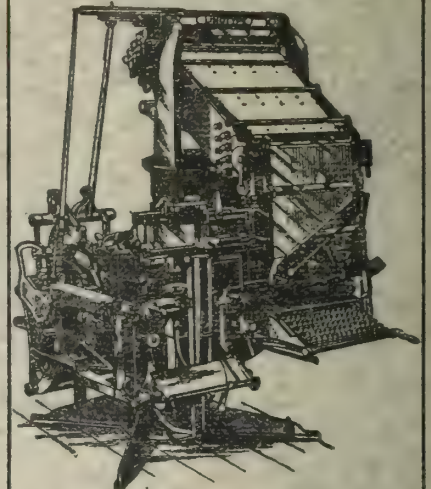
Quick Change Model 8



Three Magazine Linotype

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Tabular, Catalogue
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Magazine
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using the Linotype
in the
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Canada

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For the most artistic and perfect specimen of Linotype composition especially produced in competition for this prize.

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QP.

PRINTER & PUBLISHER FEBRUARY, 1914

SECOND ANNUAL
BUILDING AND
EQUIPMENT
NUMBER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO ~ MONTREAL ~ WINNIPEG

Two Things to Get a *RIGHT* Start on for 1914

First: Get started right on casting your own type. Be sure that the matrix equipment of the type caster you buy—variety and style of faces, library service, and reliability of the concern you deal with is beyond question.

If your work does not justify the use of a composing machine, we can tell you how and why it would pay you to cast your own type with the Monotype Type Caster in your own plant, because the Monotype type caster as a type foundry and service machine is satisfying its users all over the country.

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Boston
Wentworth Building

Toronto
Lumsden Building

Chicago
Rand-McNally Building

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“IMPOSSIBILITIES”



Simon Newcomb, the greatest astronomer of his time, and one of the greatest mathematicians who ever lived, once demonstrated conclusively the impossibility of mechanical flight. But mechanical flight is to-day an accomplished fact.

Wilbur Wright, the man who first succeeded in flying in the face of Newcomb's conclusions, believed in his turn that it was impossible to "loop the loop" in an aeroplane. But a while ago Pegoud did it, and it is now one of the commonplaces of aviation.

As recently as two years ago, reputable scientific journals declared that the idea of an automatic stabilizer for flying machines was an impractical dream. But a number of successful ones are now in daily use.

With the history of these and hundreds of other "impossibilities" before him, it is difficult to understand how an enlightened printer can bring himself to use the word when told that he can not only make more money but actually produce *better printing* by using a moderate-priced cover-stock in place of the costly ones he *thinks* are necessary.

Yet there are still a great number of printers who insist on judging cover-papers by their prices, and it is mainly to them that we want to appeal in this advertisement.

If you are one of them—if you have the least doubt as to BUCKEYE COVER being *the best cover-paper you can get regardless of price* for the great majority of cover-jobs—you will be doing yourself a service as well as us if you will write *now* for the "Buckeye Proofs."

They are an interesting and instructive assortment of "impossibilities" from which you will be able to get many a valuable idea for increasing your business and profits.

THE BECKETT PAPER COMPANY

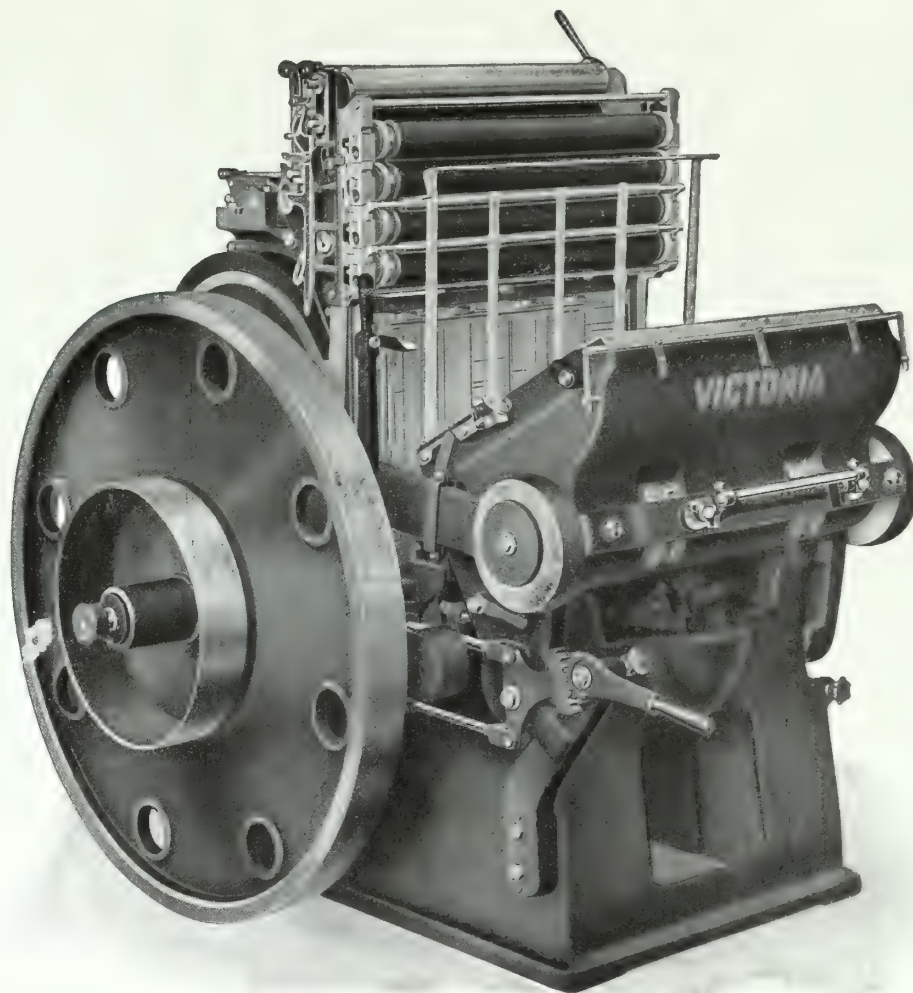
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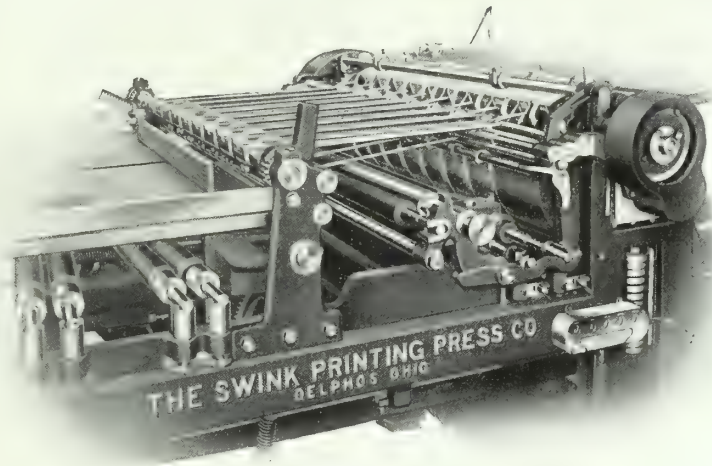
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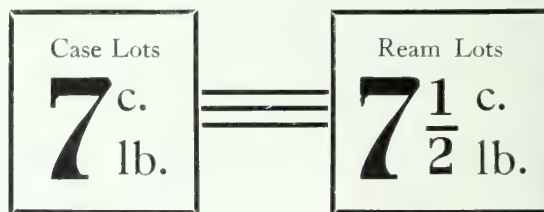
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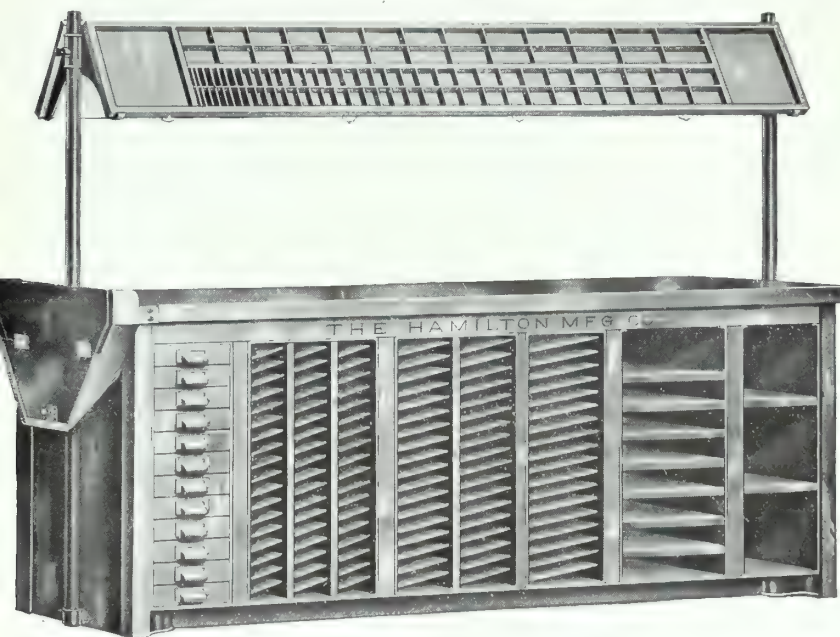
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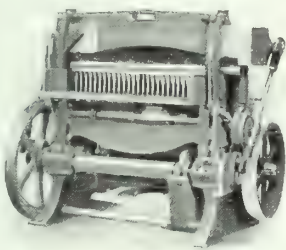
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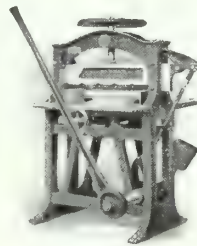
*For Your Eyes, To an Oculist: For Law, To a Lawyer:
For Cutting Machines, To a Specialist.*



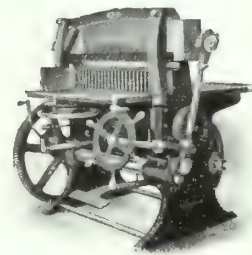
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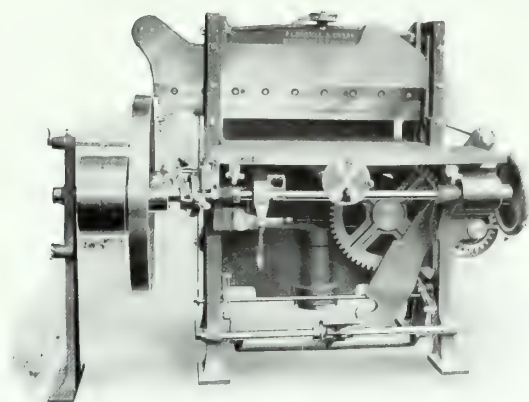
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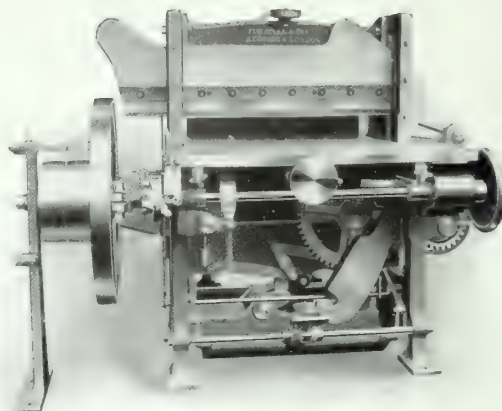
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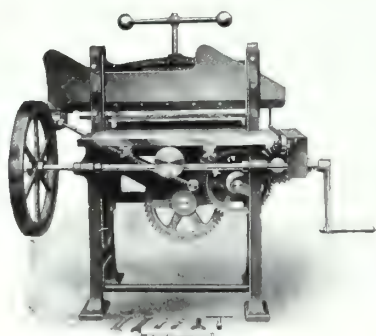
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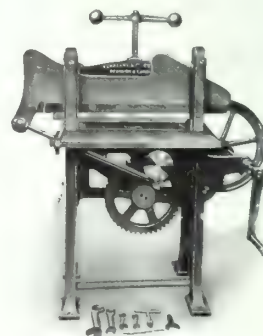


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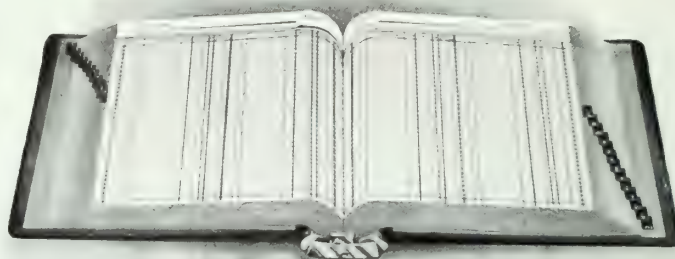
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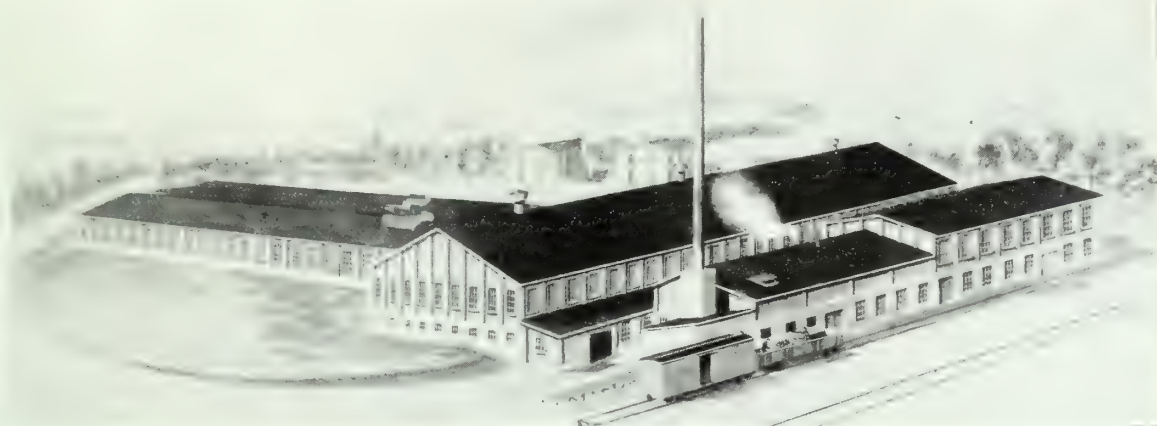
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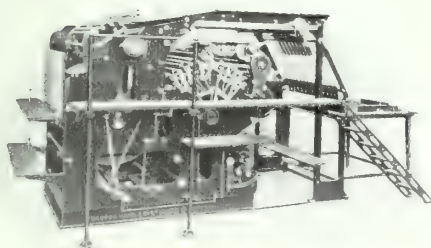
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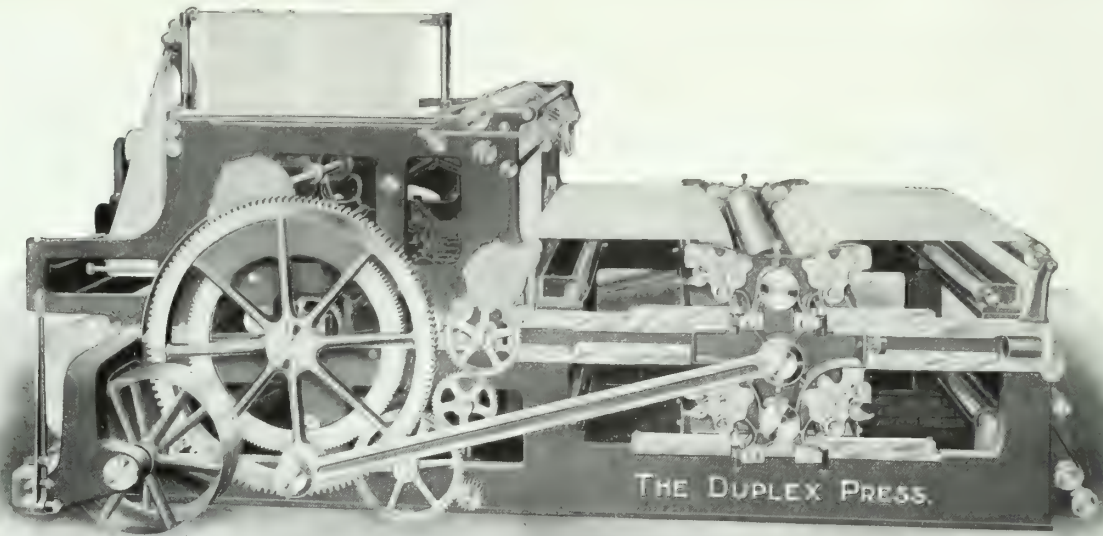
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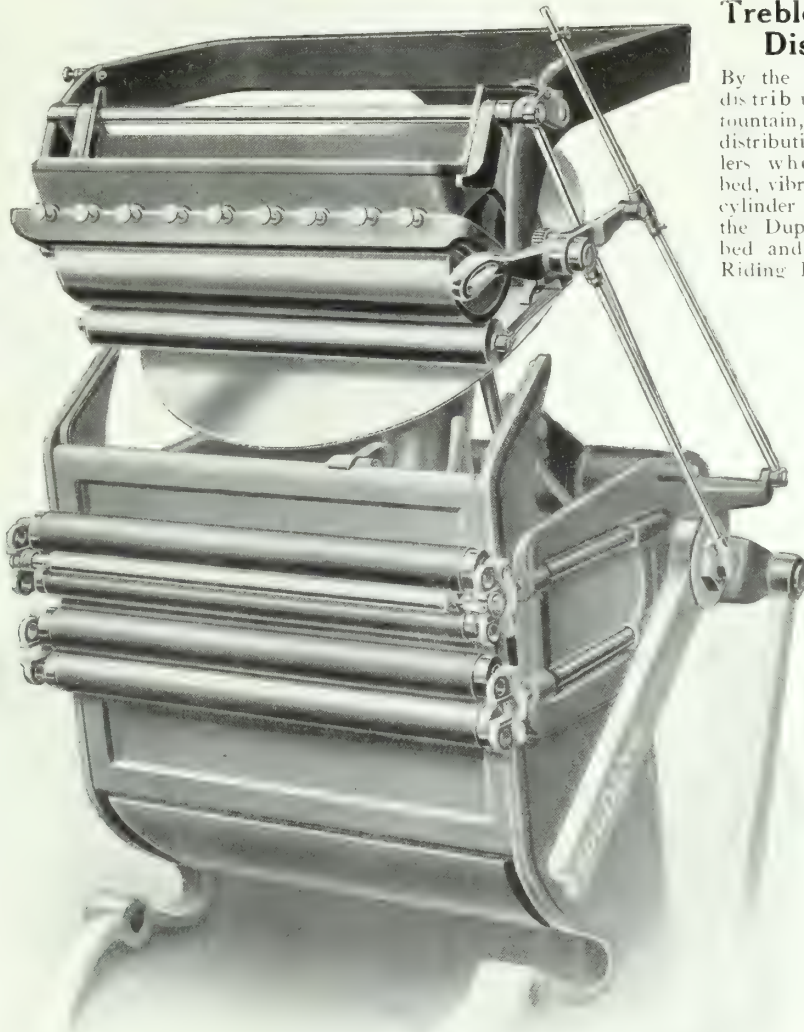
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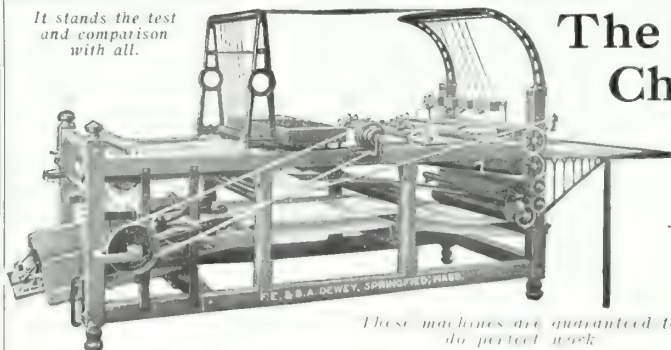
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“WE can make up and register in *less* than one-half the time than we were ever able to do it before,” says the President of a large Printing Establishment that purchased a

Wesel “Final” Base and Hooks

Every one of the Grooved Iron Bases now used by this house is a Wesel “Final.”

“Final” Bases are made to order to fit any type of Flat Bed Cylinder or Platen Job Presses, and for the many styles of special rapid Automatic Presses it gives special satisfaction. The positive clamping action of the Base and Hooks gives more than sufficient resistance to the shock and strain of rapid printing and swift reciprocal motions of the Press Bed. The Base is planed to a true surface that will not spring or warp.

“Final” Bases are made with inverted “T” grooves and “Final” Hooks have double-locking bolts that give a mechanically *positive* resistance to the upward pull of the plate. The Hooks, however, are entirely self-contained—have no detachable parts to become lost or give difficulty in assembling.

When the Hooks have been inserted (your fingers are the only tools necessary) they will not move in the grooves until the locking and registering key has been applied.

The grooves are supplied with threaded, hard-drawn steel bearers on each side, well up from the bottom, and the Hooks are fitted to engage and slide upon these bearers, which take all wear and strain. The Hooks have a screw which engages the bearers on both sides and gives a micrometer-like adjustment along the groove for perfect register.

The “Final” Block is practically self-cleaning. Owing to the fact that the threads in the steel bearers are well up from the bottom of the groove and project horizontally toward the central space, there is no tendency to clog with paper fibre, ink or dust. If for any reason such clogging should occur the screw in the Hook will turn out any obstruction, which will drop to the bottom, where there is ample clearance between the bottom of Hook and bottom of groove.

One small Key is the only tool used in operating “Final” Hooks, and all accessories—Press Points, Slitters, Markers, etc. With it the locking bolts are turned crosswise of the “T” groove, and the screw rotated to set the Hook up to, or back away from the plate. So powerful is the action that a heavy color plate may be driven much or little by light pressure on the key.

“Final” Hooks remain exactly where they are placed. Their design is such that neither steady pressure nor shock will loosen them. Each hook will sustain a pressure of 500 pounds before it will break. It will *never* shift.

F. WESEL MFG. COMPANY

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New York City

Chicago: 431 So. Dearborn St.

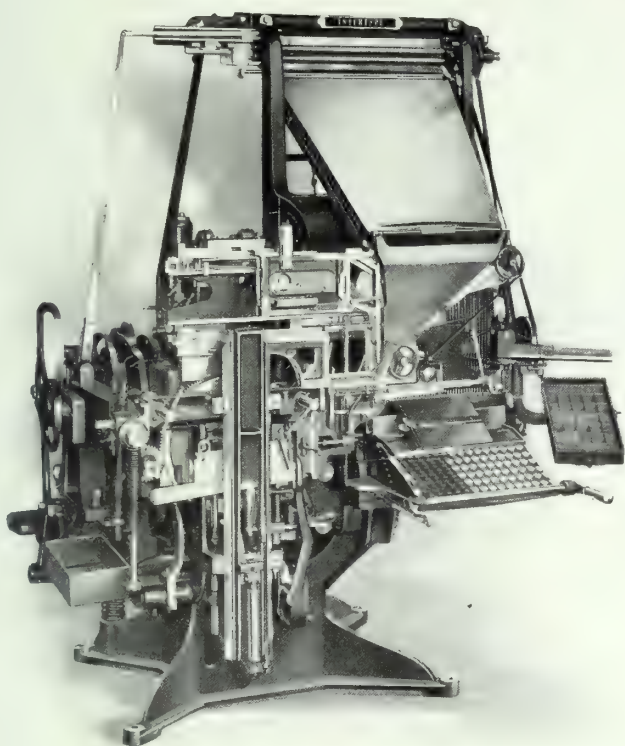
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You cannot afford to invest in a half-size or rebuilt composing machine—at any price



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THE Linotype Company offers the printing trade a choice between—

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Those who investigate thoroughly are invariably choosing in favor of the INTERTYPE—not because of its low price, but because of its fifty improvements and simplifications, its high speed and low cost of maintenance, and the excellent quality of its product.

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INTERTYPE parts, spacebands and matrices can be used on Linotypes. They differ from the corresponding Linotype supplies only in superior quality and lower cost.

Get Better Quality for Less Money

INTERNATIONAL TYPESETTING MACHINE CO.

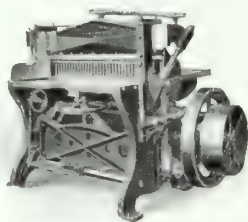
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Whether you need a small cutter or a large automatic power paper cutter, we can furnish you with the most up-to-date machine.



We carry in stock in our warehouses here a complete line of all machines used in the bindery and can ship promptly.

REBUILT MACHINERY

If the output of your plant at the present time does not warrant the purchase of a new machine we can offer you guaranteed reliable rebuilt machinery. Paper cutters, folding machines, ruling machines, stitching machines. Why not write us to-day for particulars and prices?

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Reduced BY USING
**THE JUSTRITE
SAFETY OIL CAN**

For

GASOLINE TURPENTINE
BENZINE NAPHTHA
KEROSENE ALCOHOL

Air-tight, Fire-proof,
Non-leakable and simple
and practical in application



Special Funnel not required

Use ordinary funnel, which is held firmly in place while fitting cap closes automatically when funnel is withdrawn.

OILY WASTE CAN

Opens with the foot, closes automatically, absolutely safe, saves time. Both cans approved and bear the Underwriters' label.

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Justrite Mfg. Co.

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Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper



This
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Means
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Appears
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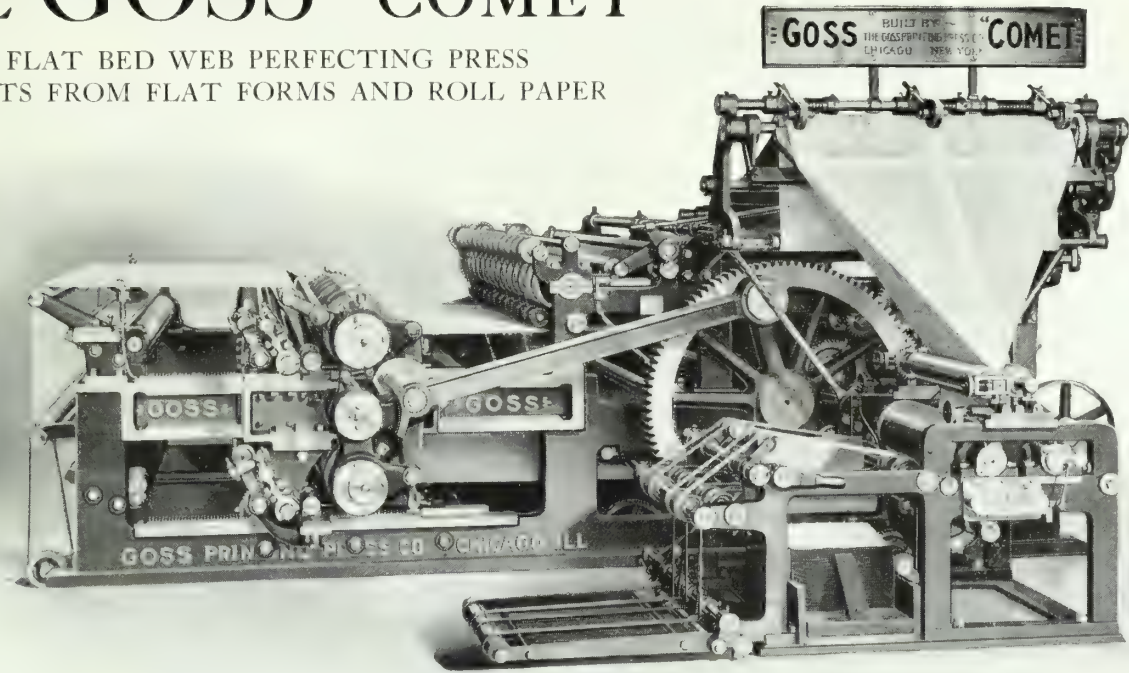
Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

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Ideal Coated Paper Co.
BROOKFIELD, MASS.

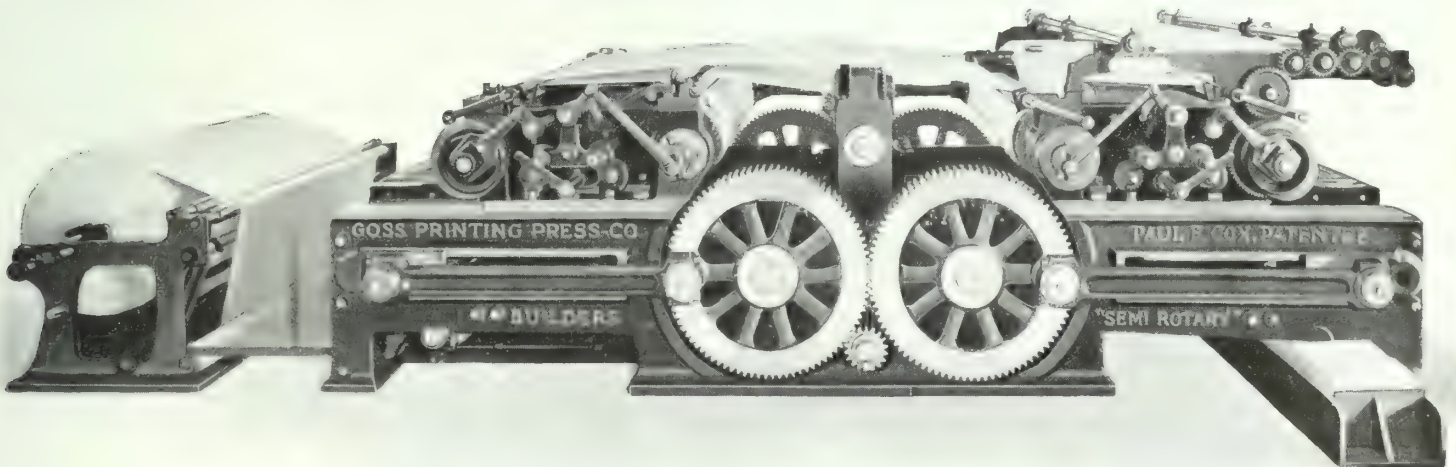
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FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



More than fifty "COMET" presses have been installed within twelve months. A five-horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension. The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

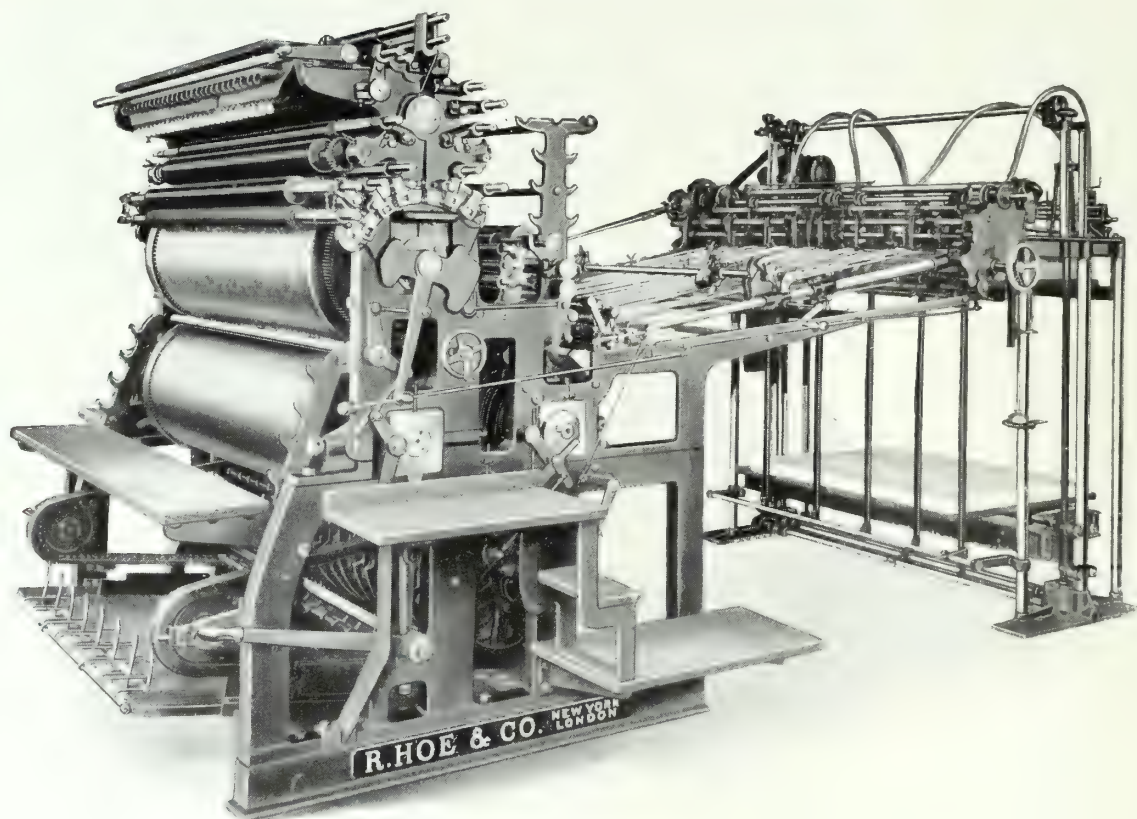
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Manufactured in four sizes—prints from 4 to 14 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

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R. HOE & CO.'S New Model Rotary Offset Press



- ☐ The best Offset Printing Machine ever designed.
- ☐ Does good work and plenty of it.
- ☐ Write and we will tell you more about it.



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HOW did you like the layout of the Hurley Printing Co. plant illustrated and described in this issue of *Printer and Publisher*? Did you notice the efficient arrangement of the different departments? Did you notice how well one department fits into the other? The layout and arrangement of the entire plant was the result of our co-operation and service.

Here's what James J. Hurley, proprietor of the Hurley Printing Co., has to say about our assistance in this respect:

“Your suggestions for the laying out of our new plant is bringing us \$1,000 a year rental in addition to a great saving of time and work, for it has enabled us to put on one floor what we had originally intended to spread over two floors. This has overcome the necessity of running up and down stairs for O.K. proofs, running forms from one floor to the other, and permits the several departments to work together with the greatest possible efficiency. We are grateful, indeed, for your valued assistance.”

Look over your OWN plant. Is unnecessary work running up your cost of production? Is lost motion cutting down your profits to a minimum?

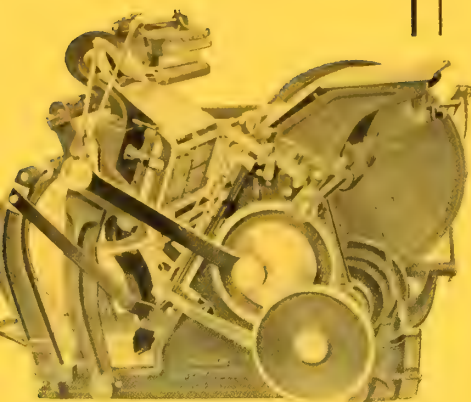
Wouldn't it be of considerable value to have *all* departments working together to secure the greatest efficiency of your *entire* plant? Probably your everyday duties do not give you sufficient time to think out and plan an efficient arrangement for your plant. Let one of our experts study your plant, prepare layouts and offer suggestions in an endeavor to bring your present equipment to its fullest efficiency. For over twenty years we have met with initial success in laying out many plants in Canada, United States and Great Britain. This expert service and advice puts you under no obligation to us whatever. The great saving other printers have secured through efficient arrangement, you also can attain. Why not drop us a line *to-day*?

The Weight of Evidence

**Anglo-Canadian
Type & Machinery
Company, Limited**

124 York Street, Toronto
Formerly John Haddon & Co.

W. Gordon Montgomery
Manager



“Attains the Efficiency of Three Ordinary Hand-fed Platens”

—that’s what J. M. Elson, publisher of *St. Catharines Journal*, tells us in a recent unsolicited communication. Here’s the letter in full:

ST. CATHARINES JOURNAL

St. Catharines, Jan. 22, 1911.

W. Gordon Montgomery,
124 York St.,
Toronto, Ont.

Dear Mr. Montgomery:—

Kindly accept our sincere appreciation for the prompt service and courtesy which has attended the installation of the Haddon Safety Platen.

Although but recently installed, the machine is virtually attaining the efficiency of three ordinary hand-fed platens. It easily gives the speed of 2,500 impressions an hour, automatically delivering the sheets for us, jogged and ready for parcelling or padding.

The movable make-ready plate is a most valuable convenience, saving us considerable expense, especially on rush work.

We would not part with the Haddon Safety Platen under any consideration.

Yours Sincerely,

St. Catharines Journal,
J. M. Elson,
Publisher.

What would it mean to *you* to have a Haddon Safety turning out *your* work at the speed of *three* ordinary presses? Think of the large amount of work you could get through in a day at the average speed of 2,500 an hour. Think of the advantage of having the sheets automatically delivered and jogged. Think of the great convenience of the movable make-ready plate, especially on rush work, enabling you, when necessary, to lift a job to accommodate a rush order, and afterwards replace the original form without disturbance to make-ready, a loss of time. Doesn't all this mean less work and greater profits for you? Why not send to-day for our beautifully printed booklet on the Haddon Safety in either English or French?

Anglo-Canadian Type & Machinery Company, Limited

124 York Street, Toronto
Formerly John Haddon & Co.

W. Gordon Montgomery
Manager

“UNEXCELLED *for ALL classes of work*

—for the finest halftone and three-color work, embossing, cutting and creasing, the Art Caxton is unexcelled.”

So says J. G. Wilson, mechanical superintendent of Toronto Saturday Night, who, out of the wealth of their experience in the production of profitable printed matter, are in a fitting position to judge the efficiency of their various machines.

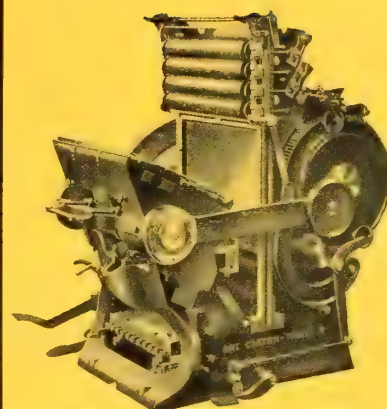
Think how greatly you would increase *your* business if you could offer your customers a quality of work that is seldom equalled and never surpassed. Think how much more securely you would retain your present trade if, in addition to the finest color printing, you could offer your customers that exquisite, deep embossing, so much appreciated by buyers of printing.

Only in the Art Caxton can you secure a machine that will give you the highest grade printing, and that can be turned almost immediately into a strong, durable and efficient embossing, cutting and creasing, and plate-marking machine.

And the best of it is that the Art Caxton will enable you to produce these classes of work at precisely the same labor costs and practically the same overhead expense as the ordinary platen, giving only mediocre results.

Why not decide to-day to broaden the scope of your work, to get more of the better grade work of your locality? You can do so in no more efficient and economical way than with the Art Caxton Platen.

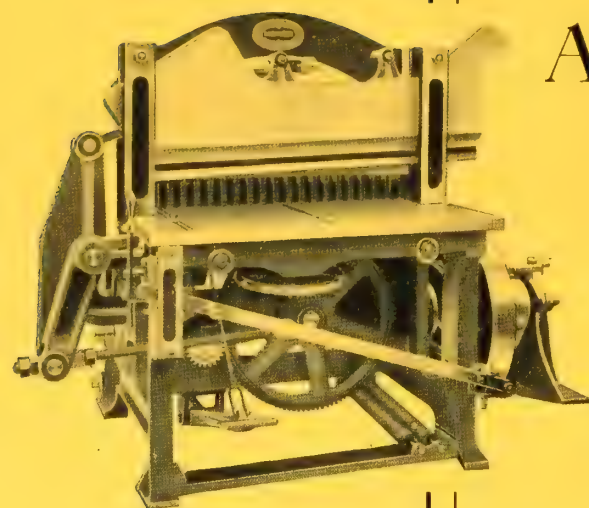
Send for beautifully printed booklet and information to-day.



**Anglo-Canadian
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Company, Limited**

124 York Street, Toronto
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W. Gordon Montgomery
Manager



ASK BRIGDENS LIMITED

Toronto—the value *they* place on the Crosland Auto-Clamp Cutter.

Like hundreds of other progressive printers they will tell you the Crosland is the embodiment of efficiency in cutting machinery. For strength and rigidity; absolute accuracy of cutting; the impossibility of the machine sticking in the middle of a cut; the small amount of power necessary to drive; the labor-saving feature of instantly taking out and replacing the knife and cutting stock, and the ingenious clamping arrangements, the "Crosland" is unexcelled in the paper-cutter field.

Why let cumbersome methods hamper the efficiency of your workmen when you can have all of these conveniences and many more working for you at nominal cost?

Write us *to-day* and ask us to tell you how the Crosland will save considerable unnecessary expense right in your own plant.

**Anglo-Canadian
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Company, Limited**

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W. Gordon Montgomery
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MAKE YOUR WORK IMPRESSIVE

Good presswork; full, even halftones; clean, clear type matter; an inviting appearance; your customers' entire satisfaction—how much all this really depends on the stock used. Why wait until the job is off before you consider the vital importance of GOOD paper?

SATIN BOOK

AN ART PAPER AT A
REASONABLE PRICE

will give to your work that inviting, pleasing appearance so essential to profitable printing.

SATIN BOOK comes in natural white, and you will find it particularly well adapted to the finest half-tone and three-color work. On illustrated work, SATIN BOOK will bring out the full, deep tones of the shadows to the best advantage, and overcome that "muddy," dirty appearance of the highlights.

Why not test for yourself the beautiful printing qualities of SATIN BOOK by writing us for liberal samples, together with specimens showing the pleasing results you can easily secure with SATIN BOOK?

Send for the samples *to-day*.

CANADA PAPER Co.
LIMITED

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MONTREAL

WINDSOR MILLS, P.Q.



NATIONAL PAPER COMPANY

LIMITED

Head Office and
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Warehouse :
READ BLDG.
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P. Q.

Manufacturers of
**HIGH-GRADE COATED
BOOK, LITHO and LABEL
PAPERS, also DULL-FINISH
BOOK and BOXBOARD**

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AT
VALLEYFIELD
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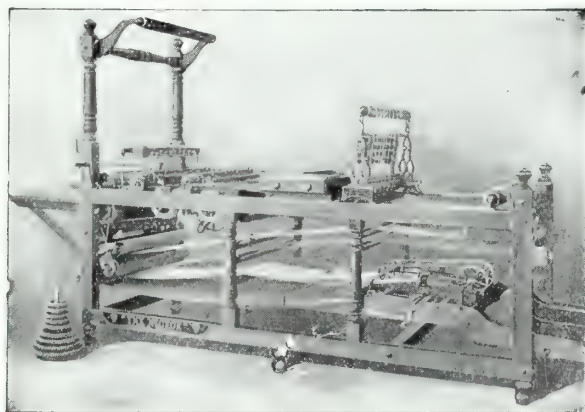
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We are now carrying a
complete stock of all regu-
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Montreal, Toronto, Valley-
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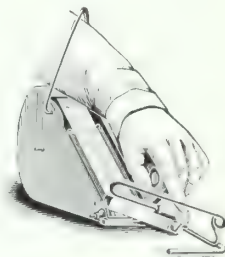
Mr. Ruler

Do you know that a 2-Beam Hickok
with a Pen underlift is the most
practical combination for your plant?
We would like to show you why.

Call us up and ask about that Pen
underlift.

MILLER & RICHARD

TORONTO and WINNIPEG



THE ROBERT DICK MAILER

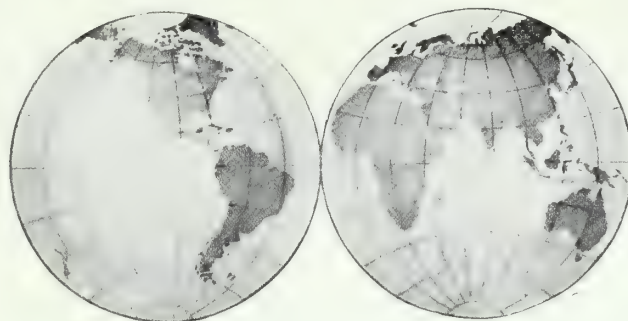
Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write today for interesting Booklet.

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The standard of quality everywhere. Highly absorptive, excellent in durability and perfect in colors. We manufacture exclusively absorptive papers for all purposes. Our most popular qualities are

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“ALBEMARLE HALF-TONE” for High-Class Printing

“ALBEMARLE” Enameled Blotting

We are making enameled blotting by our new curling process. This paper is exquisite in color and lustre, of high finish and great absorbency. Working samples furnished gratis.

For high-class printing, “Albemarle Half-Tone” and “Albemarle Enameled” are unequalled. Samples furnished on application.

Our papers are sold by all the leading dealers in Canada and the States.

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BLOTTINGS ONLY

Richmond, Va., U.S.A.

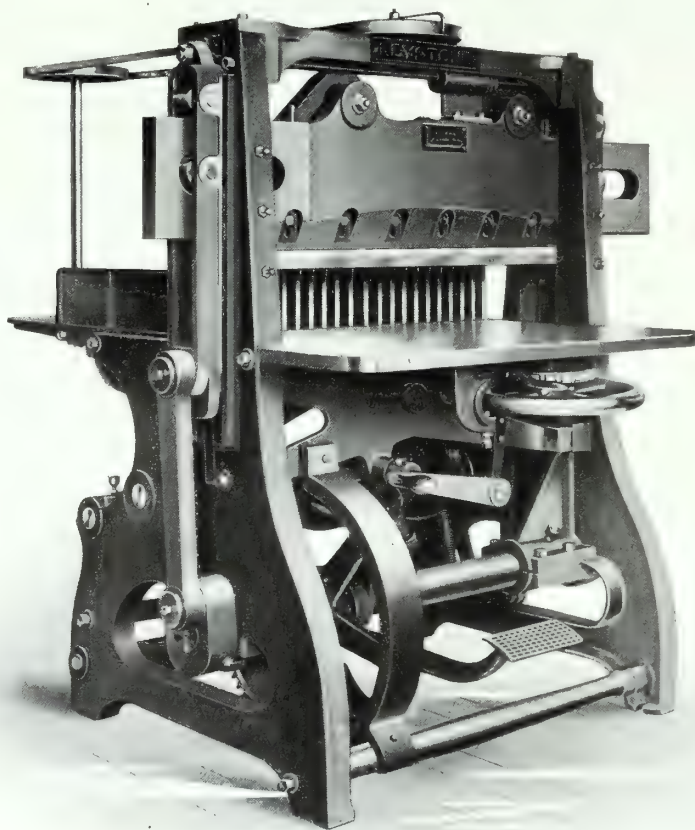
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A Great Saving in Cutting

IS MADE POSSIBLE BY USING THE

"KEYSTONE" AUTOMATIC and FOOT CLAMP CUTTER

LET US TELL YOU WHY!



First, the "Keystone" is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the "Keystone" requires less power to operate than any other cutting machine in the market.

Fourth, the "Keystone" is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the "Keystone" is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the "Keystone" will convince you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the "Keystone" in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

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Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

WHY RUN THE RISK

of spoiling the whole job by poor inking, blurring and offsetting, when you can secure that dense, even, brilliant tone without the possibility of offsetting by the use of either

SURPRISE or WONDER BLACK

A spoiled job means a spoiled customer—altogether too costly an item at any figure.

The nominal cost of SURPRISE and WONDER BLACK puts their distinctive advantages within the reach of every printer. Why not turn their advantages to profit for yourself? Send *to-day* for a trial order to the nearest of our three factories.

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OF CANADA, LIMITED

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You'll get quickest service and best results by sending your roller cores to the nearest of our three factories.

Strong, Light, Accurate, Indestructible



PARAGON HARD METAL FURNITURE

is almost equal to steel in resistance, to aluminum in lightness and to foundry type in accuracy. It has every advantage of the ordinary labor-saving metal and cast iron furniture without any of the objections to either. Like iron furniture it will not dent and is not easily bruised. It has drainage holes in all pieces, and cross braces on both sides in pieces 10 x 10 ems and in all lengths 15 ems and over; these cross braces

give it strength and afford easy lifting from forms or case. Paragon Hard Metal Furniture is not to be confused with certain unsatisfactory light weight furniture heretofore offered printers. It is absolutely reliable and guaranteed to retain its accuracy.

Weighs only half as much as Metal Furniture

PUT UP IN FONTS AS FOLLOWS:

Font A Contains the same number and sizes of pieces that are contained in a regular 100 lb. font of ordinary Metal Furniture . Price **\$36.00**

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16 PIECES EACH 3x4, 3x5, 3x6, 3x8, 3x10, 3x15, 2x4, 2x5, 2x6, 2x8, 2x10, 2x15, 2x20, 2x25 ems.

The complete assortment of all sizes put up and carried in stock in four packages marked 1, 2, 3, 4. Fonts of any size made up by taking multiples of these packages, viz:

Font A contains 32 packages; Font B, 16 packages; Font C, 8 packages; Font D, 4 packages

FURNISHED ALSO IN SORTS OR BROKEN LOTS

KEYSTONE TYPE FOUNDRY

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CANADIAN AGENTS { GEO. M. STEWART
PRINTERS' SUPPLIES, Ltd.
ANGLO-CANADIAN TYPE & MACHINERY CO. 92 McGill Street, Montreal
27 Bedford Row, Halifax, N. S.
124 York Street, Toronto

This page set in Keystone's Artline Series

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, February, 1914

NO. 2

Second Annual Building and Equipment Number



FEATURES OF THIS ISSUE

Complete Review of New Buildings Erected to House the
Printing and Publishing Industries in all Parts of Canada.

Third Canadian Printers' Cost Congress.

The Montreal Newspaper Situation.

Who Owns the Press of Canada?



The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *Pres.* FINDLAY I. WEAVER, *Manager*

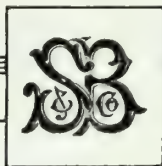
A. R. ALLOWAY, *Editor*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, O. S. Johnston, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; VANCOUVER, 2649 Third Avenue West, H. Hodgson, Manager; NEW YORK, U. S., 115 Broadway, R. B. Huestis, Manager; CHICAGO, 607 Marquette Building, 140 Dearborn Street, A. H. Byrne, Manager; BOSTON, 643 Old South Building, C. L. Morton, Manager; CLEVELAND, Ohio, 1246 Thoreau Road, Lakewood, T. E. Klein, Manager; LONDON, ENG., 88 Fleet Street, E. C., E. J. Dodd, Manager.

Printer and Publisher is issued on the 20th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, \$2.00; six months, \$1.00; single copies, 20 cents. United States, \$2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.



Type Quality That Talks

Again we have received the testimony of a Printing House, giving their opinion of the quality and value of S. & B. type. On January 8th they wrote asking us to ship them an order; at the same time they say:-

"The type has proved to be of an excellent quality, and with over two years of hard work, shows no sign of wear."

Does this not appeal to you as the open conviction of an honest opinion? Can you say as much for other makes of type? Is it not to your benefit to use this same kind of type and save time and expense in handling your work and secure a margin of profit which does not exist when you use type that is not of the S. & B. standard of quality?

Use S. & B. type and secure the same advantage as your competitor.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



The Building Era

NO TRUER INDEX to the pulse of the printing and publishing industries in Canada could be obtained than by taking a survey of the character of buildings erected to house those industries. An excellent idea of the progress that is being made along this line can be gained from a careful perusal of the illustrated review contained in the following pages, and in the several articles that will appear in the March issue. Only one conclusion can be reached, and that is that the survey of the situation during the past year is distinctly complimentary to the industries in question, and the programme in prospect for the immediate future is equally satisfactory and encouraging.

The accepted fact that the printing and publishing businesses are emerging from a prolonged period of ignorance in regard to costs and under-estimation of the importance and value of their products is strikingly shown in the substantial character of the buildings themselves, and in the excellence of their equipment. The dingy and uninviting premises which a few years ago were the customary homes of newspapers and print shops are rapidly giving place to structures that rival those of any other industry, and many of which depict rare architectural beauty hitherto restricted to banks and financial institutions. This is not only true with respect to large buildings, but the same principles are being followed in the smaller cities and towns as well.

The tendency of the present building era, an era hitherto unparalleled in the history of the trades in question, is toward the erection of edifices that are both handsome and substantial, and the equipping of them with every known device for the increasing of efficiency, and the consequent reduction of costs.

In the matter of architecture much consideration is being given to the health and well-being of employees as well as to the convenient arrangement of departments and equipment. Manufacturers, efficiency experts and the employees themselves all agree that good light and proper ventilation are necessary factors in the attainment of the highest standard of efficiency, and in the conserving and

maintaining it. It is being realized that this is an investment which yields generous returns.

In the case of the larger structures, concrete and steel construction is the most generally favored, as that type of building is considered to be the most rigid and best capable of carrying heavy machinery on the upper floors, and at the same time is absolutely fireproof. Attention is being given to fire-protective devices and the inclusion of all necessary features that will tend to reduce the insurance rate to a minimum.

In the matter of equipping newspaper and printing buildings the proprietors of such enterprises in Canada are uniformly adopting the most modern and efficient equipment that can be obtained. There is probably no better market than Canada for the sale of up-to-date and reliable printing machinery and equipment, the only requirement being that it shall be of the latest and best design.

There are still many newspapers and job printing concerns occupying congested or otherwise unsuitable premises, and all will, in time, come to realize that the erection of a carefully-designed building, and its complete, but not extravagant, equipment with all modern labor-saving and result-getting apparatus, is a direct economy rather than merely a burden of expense. An indication of continued progress in this direction is the programme for 1914, which includes, among others, the magnificent new home to be erected by the Methodist Book Room at Toronto, the cost of which will run close to a million dollars.

The new buildings already erected and those which will be constructed in the future are an actualization growing out of the doctrine of cost knowledge and efficiency in production, as a natural result of a definite cause. And the improved conditions and superior equipment that are characteristic of all the structures erected during the past two or three years have in turn become powerful factors in the attaining of a still higher degree of efficiency, and a consequent satisfactory increase in prosperity.

Magnificent Home of Winnipeg Free Press

Convenience, Strength and Beauty Exemplified—Devoted
Entirely to Printing — Saults & Pollard Use Two Floors

IT IS scarcely a sufficient tribute to pay to the confidence and optimism which planned and brought into being the magnificent new home of the *Manitoba Free Press*, to say merely that it is typical of Western progressiveness. It is that, and much more besides! The splendid fireproof structure, erected at a cost, including the site, of a half million dollars, stands as a monument to that spirit of enterprise and dauntless courage that has characterized the newspaper business ever since there were newspapers.

Avenue, which is recognized as the principal business thoroughfare. A short distance west is the site of the new store of the Hudson's Bay Company, which is to be erected this year at a cost of \$2,000,000. To the east, around the corner, looms the huge department store of the Eaton Company. Within a stone's throw are two of the finest office buildings in Canada, one of nine storeys and the other of eight, while a number of smaller structures of a similar character are located in the immediate vicinity.



"An inspiring example to newspapers all over the North American Continent."
New home of Manitoba Free Press, Winnipeg.

The building stands also as an inspiring example to other newspapers all over the North American continent, for in its construction and equipment are embodied all the most practical and helpful features that have yet been devised for assisting in the speedy and efficient production of a modern daily newspaper.

AN IDEAL SITE

The site the *Free Press* building occupies, in its relation to the business centre of Winnipeg, is all that could be desired. It is on Carlton Street, just north of Portage

The *Free Press* has established itself in what is now the centre of Winnipeg's most active development.

The property has a frontage on Carlton Street of 80 feet, and a depth of 122 feet. Lane allowance has been reserved on both sides and at the rear, thus serving the double purpose of providing ample shipping accommodation and also ensuring plenty of light and air on all sides.

Immediately to the north an additional 60 feet is owned by the *Free Press* Company, and on this is erected a building of two storeys. It is of the same design as the larger building, and it is the intention to make use of it

as soon as it is required. It will be possible, also, to add another four storeys to this "annex," thus making it identical with the main building, and giving a total frontage on Carlton Street of 140 feet.

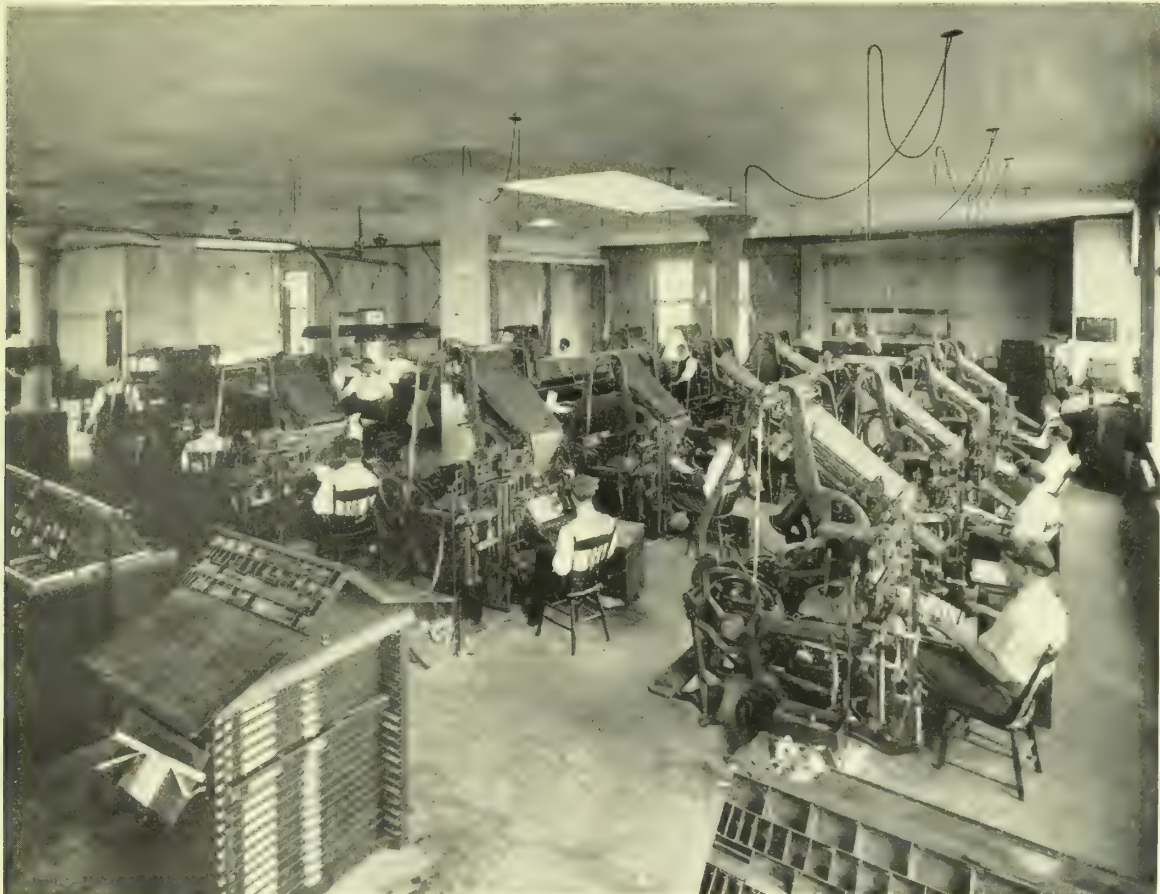
LOWEST INSURANCE RATE.

The *Free Press* building was designed by Woodman & Carey, Winnipeg, and is constructed of reinforced concrete on the Turner system, with windows of steel frame and wired glass, the whole structure being absolutely fireproof throughout. As a protection against damage to stock and equipment, fire hose and fire extinguishers are located in various parts of the building. Thus the building and contents receive the minimum insurance rate obtainable.

plies are concerned. Although this very desirable accomplishment has been achieved at great expense, other publishers in large cities, nearly all of whom can recall experiences of unfortunate delays through the temporary lack of one or more of the essentials mentioned, will fully appreciate the value of such independence.

COMPLETE POWER AND LIGHT EQUIPMENT.

A reserve steam and electrical plant is installed, and if the "juice," which is now supplied from the outside, were cut off at any time the paper would not suffer. Two boilers, each of 200 h. p. capacity, marine type, and corresponding engine and electrical equipment, are in commission. A pressure of 100 pounds of steam is maintained



"Fourteen linotypes are required to handle the machine composition."
Manitoba Free Press, Winnipeg.

The building consists of eight floors, six storeys being above ground and a basement and sub-basement extending 18 feet below the street level.

In its design, the architects embodied all the most recent improvements both in building and in lay-out of a modern newspaper plant. Many large plants in Canada and the United States were visited, with the result that many defects were avoided and all advantageous features included in the designs from which the *Free Press* building was erected.

The exterior of the building is of a Renaissance type of brick and terra cotta. The entrance hall is finished from floor to ceiling in Canadian marble (Mississquoi), and along one side are large plate glass windows through which an excellent view of the pressroom may be obtained.

ALL EMERGENCIES PROVIDED FOR.

One of the outstanding features of the *Free Press* Building and equipment is the fact that the paper is completely independent, so far as light, power and water sup-

plies are concerned. Although this very desirable accomplishment has been achieved at great expense, other publishers in large cities, nearly all of whom can recall experiences of unfortunate delays through the temporary lack of one or more of the essentials mentioned, will fully appreciate the value of such independence.

DEEP WELL SUPPLIES ALL WATER NEEDED.

The well which supplies water to the *Free Press* is located directly beneath the building, and is 400 feet deep. The water is distributed by electrically-propelled pumps, and the consumption amounts to 150,000 gallons per day, sufficient for the needs of a good-sized town. The pumps serve the hydraulic lifts, air-cleaning and air-cooling plant in which water is the principal factor, and an autoplate machine, as well as the drinking fountains, wash-rooms, etc. The water which operates the air plant and autoplate machine is used over and over again, so that the element of waste is reduced to a minimum. An elaborate system of pumps and storage tanks make this possible.

The building is equipped with a complete ventilating plant, consisting of steam heating coils, air washer, re-

heating coils and pressure fan located in sub-basement, and two exhaust fans located on the roof, by which pure, fresh, washed and heated air is supplied to the various departments. The capacity of this plant is 35,000 cubic feet of air per minute.

MANY USES FOR SUB-BASEMENT.

The sub-basement is no mere "hole in the ground." Indeed, it is the full size of the building, and one can judge from the variety of purposes to which it is put that it is a very essential part of a complete newspaper building. In it are situated press foundations, driving motors, ink room, electrical ink feed to presses, boiler room, fuel depots, engine room, auxiliary steam plant, deep well and private water supply and pumping equipment, air washing and heating plant, air compressors, sewage ejectors, etc. A large space is devoted to the storage of newsprint, from 600 to 700 tons being kept constantly in reserve.



"The private post office contains 3,000 boxes."
Manitoba Free Press, Winnipeg

The *Free Press* is a long distance from the source of supply.

COMPLETE MACHINE SHOP.

In order to make ample provision for unexpected breakdowns of mechanical equipment, and owing to the fact that many parts for replacement have to come from long distance, fully-equipped machine shop is maintained in the rear portion of the sub-basement. A large stock of parts of all kinds are kept therein and a staff of five skilled mechanics are on hand to make speedy repairs of breakdowns.

In the sub-basement also is the automatic water supply plant for the stereotype department, consisting of steam pump, surge tank and pressure tank carrying 100 lbs pressure to the square inch.

The sub-basement also contains the hydraulic outfit and an hydraulic lift from the floor of the sub-basement to the street level by means of which the heavy rolls of paper are lowered to their storage place. An electric ash hoist is another feature of labor-saving equipment.

LARGEST PRESSROOM IN CANADA.

The upper basement is devoted principally to the pressroom, which extends nine feet below and about an equal distance above the ground level, and is said to be the largest pressroom in Canada. The three presses have a combined capacity of 132,000 sixteen-page papers per hour. The largest of the three presses is a Hoe color octuple machine built especially for the *Free Press*. The other two are Hoe color sextuple presses.

PRESSES HAVE LATEST MECHANICAL ATTACHMENTS.

The flow of ink is automatically arranged, the power being obtained from a motor which also connects and disconnects itself automatically. Two motors are required in the operation of each press, and these are located directly underneath them. A fifteen horsepower motor does the starting and as the speed increases the load is caught by a 100 horsepower motor which at the same time automatically disconnects the smaller one. The pressroom is sufficiently commodious for the erection, as may be required, of three other presses.

All the presses are equipped with the Koehler electrical control system, and, in addition, special devices for detecting electrical grounds. Electric hoists are used for placing the paper rolls in their positions on the presses.

SWITCHBOARD 45 FEET LONG.

The main switchboard, which is 45 feet in length, and is the key to the electrical energy used on every floor of the entire building, is in the basement. It contains five different voltages, controlling both power and light, and three motor generator sets connected up in multiple and series. A gauge board registers the steam and vacuum pressure for heating purposes, the water and air pressure, while the boiler pressure is shown on a recording gauge.

MEZZANINE FLOOR.

Between the basement and main floor is a mezzanine floor extending along one side and at the rear of the pressroom. This forms a splendid observation gallery, from which visitors may watch the big presses in operation. It is on a level with the street, and the main entrance opens into it. High-speed passenger elevators serving all floors are located conveniently near the entrance. A door leads from the visitors' gallery to the office of the mechanical superintendent. On the rear portion of the mezzanine floor are the janitor's quarters, city delivery, newsboys' and carriers' rooms, and motor truck garage.

COMMODIOUS BUSINESS OFFICE.

A marble stair leads from the entrance on the mezzanine floor to the main floor above, which is devoted entirely to the business offices of the paper and the mailing room.

The business office is divided by a spacious floor for the public, on one side being the advertising department and on the other the circulation and accounting departments, while directly facing the entrance are the private offices of the officers of the company.

The private post office, which is also on this floor, contains 3,000 numbered boxes for sorting and delivering replies to classified advertising.

The mailing room at the rear of the main floor is equipped to meet all the requirements of the paper with lightning speed.

CONVENIENCE AND COMFORT IN EDITORIAL DEPARTMENT.

The fourth floor is practically given over to the editorial department. On it are the offices of the managing editor, editorial writers, news editors, city editors, a large general room for reporters, and the library of the paper. A very commendable feature is the ample room and privacy given to all members of the staff, thus assisting greatly in the production of quality and quantity of copy. Here, as in other parts of the building, there is an abundance of light and fresh air.

Lamson pneumatic tubes and electric copy elevators are great conveniences to the editorial departments, as they are also to the business offices on the main floor, both departments being served by them and copy and

cuts are thus quickly despatched to the composing room.

The private telephone exchange is also located on the fourth floor and is in operation continuously night and day. Two operators are required constantly to attend to calls. Fifteen trunk lines and forty department telephones comprise the telephonic equipfent.

MODEL COMPOSING AND STEREO ROOMS.

The composing and stereotyping departments of the newspaper are situated on the top floor, and here again one is impressed with the abundance of light and the unusually good ventilation, the latter made possible by the mechanical equipment referred to previously. The excellent arrangement of machinery and equipment on this floor, with a view to eliminating waste effort, is also a notable feature.

The composing room is equipped throughout with steel furniture, which was designed and specially manufactured for the *Free Press*. It is so constructed and arranged that every compositor finds all he requires in the way of spacing materials, etc., within easy reach. The steel furniture permits of a much more compact and economical arrangement than would otherwise be possible. A feature of the equipment that is much appreciated by the make-up men is the water-cooled make-up tables. Fourteen linotypes and one slug-caster are required to handle the machine composition.

A circular iron staircase gives direct connection with the floor below, making it convenient for foremen and news editors to work hand in hand without loss of time.

LAST WORD IN STEREOTYPING MACHINERY.

The stereotyping room opens off the newsroom, being separated from it by large double doors.

Here the old style steam tables have given place to the most modern obtainable, being operated by the compressed air system, thus eliminating much of the heavy labor. A Junior autoplate machine, which has a capacity of ten tons, makes cylindrical plates for the web presses as fast as they are required. The man operating it can turn out the plates at the rate of four a minute. A Myles automatic drop-lift transfers the plates to the pressroom in the basement.

The roof of the *Free Press* Building is something in the nature of a "roof garden," and it proved so popular on the occasion of the public reception last July that it was difficult to induce the crowds to come down again. It is said that over a thousand people viewed the city from it at one time. A 15,000 candle-power searchlight resembling those used on battleships, is capable of throwing a beam of light many miles beyond the city limits. This searchlight is put to very practical use when it is desired to illuminate a special bulletin service.

A very useful feature of the *Free Press* Building is a waste-paper chute which connects all floors with the sub-basement, and is a great aid to cleanliness and convenience.

GREAT CREDIT DUE E. H. MACKLIN.

It is scarcely possible in any article, even with the aid of the excellent illustrations shown herewith, to do full justice to the magnificent structure which now forms the home of the *Manitoba Free Press*, or to the altogether modern and complete equipment it contains. Even after one has visited it in person it is difficult to describe fully all the numerous features which go to make it what it is—one of the finest and most completely equipped newspaper edifices on this or any other continent. Even the most critical visitor would be com-

pelled to admit that the entire building, from sub-basement to roof, is lacking in nothing that would assist in the efficient and economical production of a metropolitan daily newspaper.

The completed structure reflects great credit upon E. H. Macklin, the president and general manager of the *Manitoba Free Press* Company, who bore much of the responsibility attached to the preparation of the extensive plans and the carrying out of them. It is entirely probable that Mr. Macklin is proud of the achievement, and he has every reason for being so.

Winnipeg Free Press Job Department.

Saults and Pollard Limited, Props.

THIS ARTICLE would not be complete without reference being made to the *Free Press* Job Department," which has been for the past six years owned entirely by Saults and Pollard, Limited.



"Steel equipment of modern design used exclusively."
Saults & Pollard, Winnipeg.

The two men who are the principal factors in the concern are favorably known to the printing trade throughout Canada, both having taken an active part in cost educational work, and the firm being prominent members of the Winnipeg Printers' Board of Trade. Geo. H. Saults is secretary-treasurer of the Manitoba-Saskatchewan Division of the Canadian Press Association.

GREAT VARIETY OF WORK.

There are few printing offices in Canada that are turning out in the regular course of business, such a wide range of work as is the Saults and Pollard concern. The firm has become famous as poster printers, and have for this purpose the largest wood type in Western Canada. As proof of their versatility it is sometimes said their plant is capable of turning out anything from a visiting card to a mammoth poster. Railway tariffs, catalogues, magazines and general work of all kinds are also turned out with corresponding dispatch and excellence.

20,000 SQUARE FEET REQUIRED.

The entire second and third floors of the new *Free Press* Building, containing over 20,000 square feet, are occupied by Saults and Pollard and a staff in the neighborhood of 100 is employed.

The main entrance to the general business office is directly facing the exit from the elevator on the second floor. It occupies most of the Carlton Street side of the building and is commodious and well lighted.

Saults and Pollard have not overlooked the advantages

to be gained from possessing an up-to-date and attractive business office and theirs has a number of features worthy of note.

A long counter, with plate glass top, extends along the customer's side of the room. Samples of printing are cleverly displayed beneath the plate glass and prices for various quantities are plainly marked on all staple work, such as letterheads, cards, small folders, etc. Cabinets containing other samples are ranged along the wall and framed specimens of art productions are prominently displayed.



"The firm has become famous as poster printers."
Saults & Pollard, Winnipeg

played. Even a disinterested visitor cannot help being impressed by the attractive and systematic display. The sales-staff and others in the office are provided with flat top desks, which give the office an additional touch of up-to-dateness.

EXCELLENT LIGHT AND VENTILATION.

The composing room adjoins the office, being separated from it by a heavy wall. Cleanliness and tidiness are in evidence in this and throughout all the mechanical departments, whilst the wide aisles and convenient arrangement of equipment, supplemented by an abundance of light and perfect ventilation, make the working conditions in the Saults & Pollard plant ideal.

STEEL EQUIPMENT EXCLUSIVELY.

The removal from the old building gave the opportunity for the replacement of a great deal of the out-of-date equipment with that of more modern design. Steel type cabinets are used exclusively, all being fitted with receptacles for leads and slugs and an abundance of material is within easy reach at all times. Specially constructed steel cabinets are installed for the storage of catalogue and tariff pages. The old style imposing stones are all replaced with ones with steel tops. The whole arrangement gives to the composing department a degree of solidity and compactness that should render it unnecessary to make any replacements for many years to come. Numerous bins are used for the storage of the huge wooden display letters used in the poster department. Steel composition tables are in evidence there also.

NOISE-PROOF ROOM FOR CASTERS.

In one corner of the composing room floor is a separate compartment for the monotype casters. It is separated from the main room by a wall of solid concrete, and is practically sound-proof, which is a distinct benefit to the operators and to the hand compositors also. Two casters are in use. The keyboards are not in the same

room with the casters, but a small window is provided for the exchange of spools.

Three linotypes, two model 5 and one three-decker model 8 are in use also, these being operated day and night.

FACILITIES FOR PROOF READING.

Two Potter proof presses are used for the pulling of proofs and they are found to be big time-savers as well as ensuring readable proofs. Just off the composing room is a spacious and well-lighted room for the proof-readers. This room is also used as a reading-room for the staff during the noon hours or in the evenings. Copies of all the trade journals are kept on file and provide ample facilities for the ambitious employee to improve himself during his spare time.

TOILET ROOMS FINISHED IN MARBLE.

The lavatories and wash rooms are equal in general appearance to those usually found in the best hotels. They are finished in marble and enameled brick, with tile flooring and are furnished with the very latest equipment. Contrary to the reputation given printing offices generally, there is always an abundance of clean towels to be found in the toilet rooms of the Saults & Pollard plant. A flowing drinking fountain on each floor is a sanitary feature much approved by the staff.

COMPLETE BINDERY EQUIPMENT.

The bindery, which is located on the third floor, is complete in every detail. An idea of the variety of work turned out by the concern can be obtained from a glance at the list of bindery machinery in use. This includes Siebold and Brown & Carver cutters, Chambers and Cleveland folders, Smyth sewing machine, roughing machine, Latham and Rossbach stitchers, paper-drilling, punching, perforating, eyeletting, bundling, baling and numbering machines. Steel tables and steel shelves add to the efficiency of this department. The entire equipment is well arranged in the spacious quarters given over to it.

At the west end of the third floor is the cylinder press department; the platen presses are located on the floor below, where they are more convenient to the composing



"The bindery is well arranged in its spacious quarters."
Saults & Pollard, Winnipeg.

department. The entire press equipment consists of eight Miehles, one Campbell, three Colts and four Chandler & Price Gordons.

Like the building it occupies, the Saults & Pollard plant is modern in every respect and embodies all the known features that make for efficiency and comfort.

Splendid Fire Proof Home of Ottawa Journal

\$175,000 Structure Culmination of Thirty Years' Growth Under Capable Direction of P. D. Ross—Lighting and Modern Equipment Notable Features

WITH the occupation on January first of its magnificent new eight storey fire proof building, *Ottawa Journal* auspiciously inaugurated its thirtieth year of service in the public interest. A predominating factor in its success has been the outstanding personality of its founder, P. D. Ross, under whose sole ownership the *Journal* has advanced since its inception to a place of prominence among the leading daily newspapers of Canada.

SOLIDITY AND BEAUTY COMBINED.

The new home of the *Ottawa Journal* is a complete fire proof structure throughout, the Kahn System of reinforced concrete being used for the superstructure the exterior walls of solid brick, with iron stairways and elevators enclosed in fire proof shafts.

The entire building presents a commanding appearance, the exterior being a dignified design of cut stone and brick. The idea carried out in the base of the building is Indiana

Lime Stone to the level of the second floor with a shaft of buff tapestry brick, terminating with a graceful projecting cornice of Indiana Stone. The design is typical of modern commercial work in which a maximum amount of space is desired. The entire floor space of the *Journal* building

represents an area exceeding 40,000 square feet, the building being sixty feet in width and ninety feet in depth. Altogether it will be seen that the type of architecture possesses a rare combination of solidity and beauty.



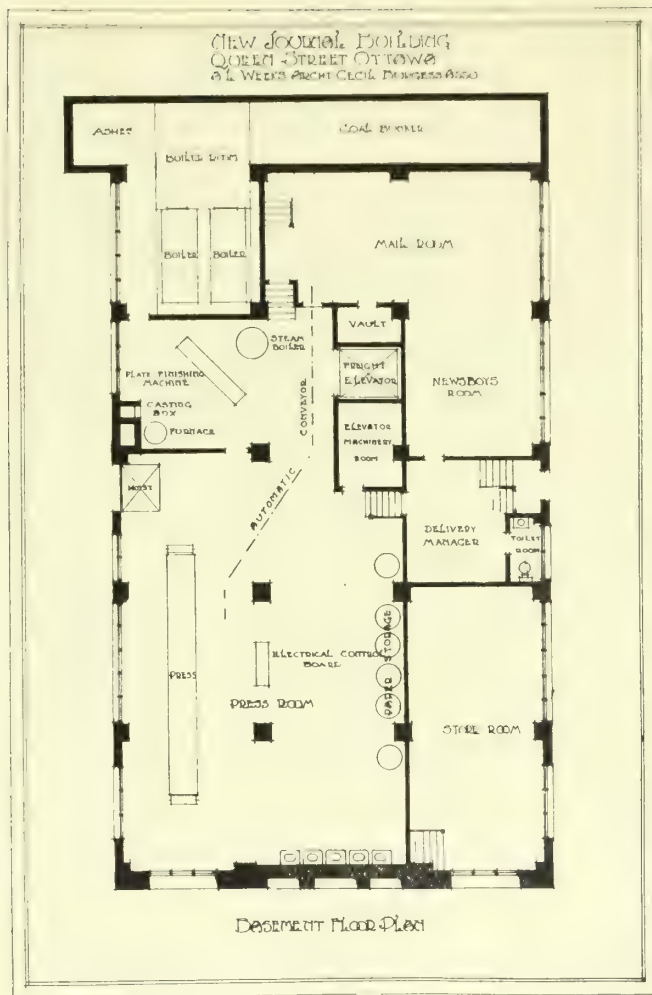
"The new building of Ottawa Journal presents a commanding appearance."

The basement, editorial and composing room floors are of mastic asphalt on concrete, noiseless and dustless. Hardwood is used on the remaining floors. In addition to the fire proof construction, a stand pipe with hose on each floor runs from basement to roof. It is fed from roof tanks, and also has a steamer connection on the outside of the building. These fire facilities give the building the low insurance rate of 30 cents.

PERPETUAL LIGHT GUARANTEED.

An outstanding feature of the *Journal* Building is the facilities provided for guaranteeing light and ventilation. Sufficient space has been left to secure on all four sides perfect light, for which purpose there is on each side of the building twelve feet of

unoccupied space and eighteen feet at the rear. Thus every square foot of floor area of the building will receive natural light for all time to come. Even in the basement care has also been taken to meet this very essential requirement. The ceiling of the basement is seven feet above



the street grade and windows occupy the area around the entire building. As the illustrations indicate, the window area on all sides is unusually large.

SKYLIGHT IN COMPOSING ROOM.

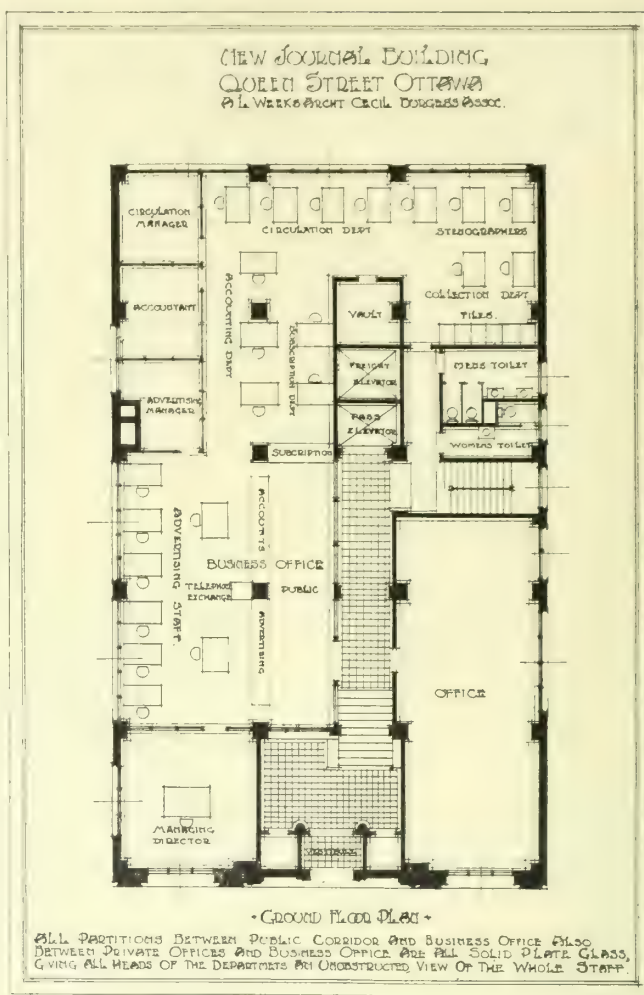
On the top floor, which is allotted to the composing department, in addition to an almost unbroken stretch of windows of all four sides, there is a sky-light, thirty feet in length, in the centre of the building as a further means of providing light and ventilation. Light from above is always an additional advantage.

ALL MODERN CONVENIENCES INSTALLED.

The architect in charge, A. L. Weeks, devoted much time to the inspection of modern newspaper plants in designing the *Journal* Building. As a result every possible working convenience and physical comfort has been provided. The General Contractors were Shuttleworth & Black, while the heating, plumbing and ventilation contracts were carried out by M. M. O'Connell Limited.

The building is heated by a system of forced hot water, two electric pumps being used to assist circulation. This part of work was supervised by the Domestic Engineering and Heating Company of Montreal.

The electric equipment of the building is very complete. In addition to the usual lighting service, power mains have been carried to supply various motors throughout and all telephones, telegraph and electric call system wires have been installed in a similar manner. A vacuum cleaning system is installed to reach all points in the building. Water is supplied by an electric booster pump located in basement and carried to three large tanks on roof having a capacity of three thousand gallons, thus ensuring a steady and constant supply at all times.



The elevator equipment was installed by the Otis-Fensom Co., and includes a passenger elevator with a speed of 400 feet per minute, a freight elevator with a capacity of 5000 pounds which is used in carrying the heavy machinery to the top of the building, and a hydraulic plunger lift in basement to carry the rolls of newsprint from grade to press room door.

FOUR FLOORS OCCUPIED BY JOURNAL.

In the basement is located the new forty-page three-deck Hoe press equipment, the power plant, combining regular and auxiliary services, the heating system, the stereotyping department, the mailing and newsboys quarters, storage for news print, and a store room for supplies.

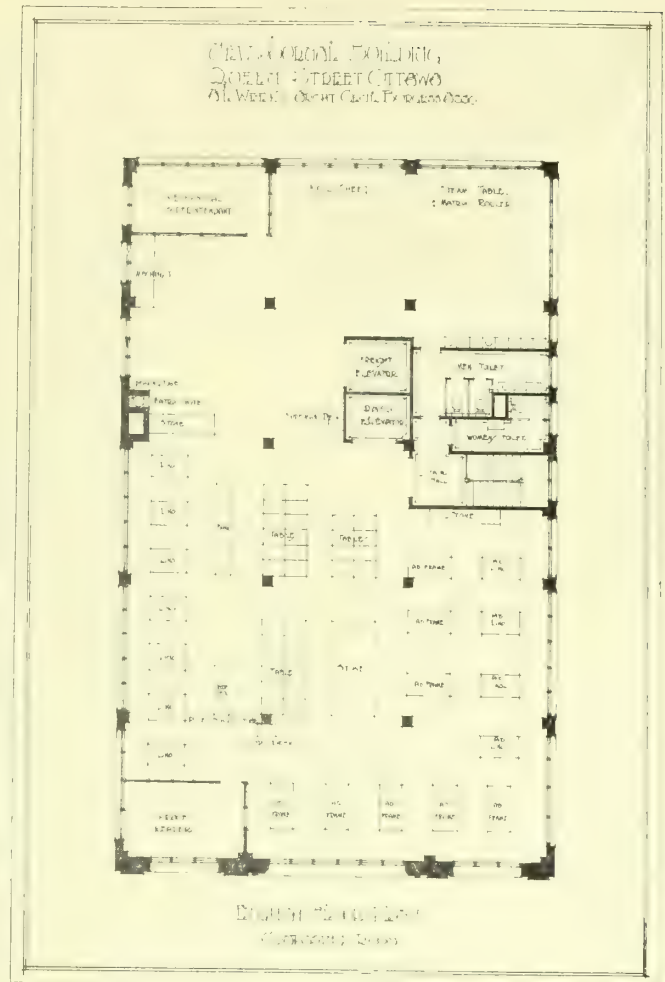
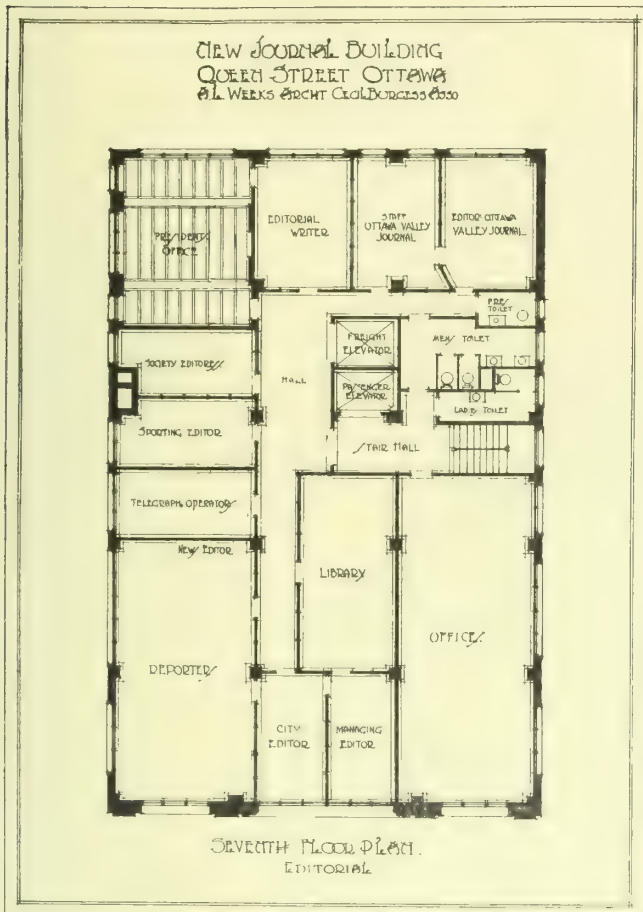
The first floor is utilized for the business and executive offices,—Advertising, Accounting and Circulation Departments. The office of the Managing Director is also on this floor, the approach to which is through a spacious vestibule and entrance hall, the walls of which are finished in marble and plate glass.

The second, third, fourth and fifth floors of the building are devoted to public offices.

The entire sixth floor is allotted to the Editorial staffs of the *Evening Journal* and its semi-weekly farm and dairy medium, the *Ottawa Valley Journal*.

The top floor is utilized by the composing department, comprising eleven improved linotype machines, steam tables and matrix roller, advertising frames, make-up tables, proof readers' room and the office of the Mechanical Superintendent.

Pneumatic tube equipment, inter-department telephones and speaking tubes, combined with rapid passenger and freight elevator services combine in giving immediate communication to all floors.



ALL DEPARTMENTS CONVENIENTLY ARRANGED.

As will be seen by referring to the drawings of the floors occupied by the *Journal*, all departments are exceptionally well arranged, with a view to obtaining a maximum of convenience and a minimum of waste time and effort in the production of the paper.

Particular attention is drawn to the splendid layout of the composing room equipment. It will be noted that the imposing stone and make-up tables are located in the centre, being surrounded by the ad. frames and linotypes. An enclosure for the proof reading staff, located in a corner where the noises of the composing room are least likely to disturb, is another good feature.

The mechanical equipment installed in the new *Journal* Building is most modern. The web press capacity is 30,000 twenty-page or 15,000 forty-page papers per hour. Automatic conveyors carry the papers direct from press to mail room.

Plate finishing machines, pneumatic steam tables and matrix roller facilitate the work of the stereotyping department. The page mats are made on the composing room floor and dropped through a chute to the plate-making machine in the basement. The press, stereotyping and electric power facilities all have auxiliary equipments to meet all contingencies. Individual motors have been installed for each separate unit operated by electric power, while the indirect system of lighting with tungsten lamps has been followed.

During nearly its entire history The Ottawa Journal has occupied almost the same business location in Ottawa, on Elgin Street near Sparks Street. The original premises at 36 Elgin Street comprised about 1,500 feet of floor space. Then 34 Elgin Street was added, doubling the working accommodation. Ten years ago the entire four

floors of the building, 34-36 Elgin St., giving 6,500 square feet of space, was occupied. Five years ago another building at the rear of these premises, forty feet by twenty-five feet, with four floors, was leased.

Increasing circulation and advertising patronage each successive year soon rendered this accommodation inadequate, and now the *Ottawa Journal* requires seventeen thousand square feet in its new building to meet its requirements.

The *Ottawa Daily Journal* was established in 1885 by P. D. Ross, who remains sole owner. The *Journal* is, with few exceptions, the only important daily paper in Canada, owned exclusively by a man from the ranks of working journalists. Mr. Ross, a McGill University graduate, began as a reporter on the *Montreal Star*, and subsequently occupied practically every desk in Montreal and Toronto newspaper offices before becoming owner of the *Journal*.



Southam's Build Big Office Building at Montreal

The wealthy Southam organization, which owns Southam Press Limited, at Toronto and Montreal and newspapers in five Canadian cities, have invested in a skyscraper office building, situated on property which adjoins their printing building of Southam Press, Montreal.

The building is ten storeys in height and will be ready for occupation February 21. The exterior is of terra cotta and grey tapestry brick, and the interior corridor walls are of marble. It is of fireproof construction throughout and will be devoted entirely to offices for rental.

Calgary Herald Building Cost Half Million

Modern Skyscraper of Reinforced Concrete Erected by Enterprising Western Newspaper—Abundance of Light and Mechanical Ventilation

IT IS SAID that on a clear day the snow-capped peaks of the mighty Rockies, 80 miles away, can be seen from the observation tower on the roof of the new building of the *Calgary Herald*! At any rate, the magnificent structure is the tallest in Calgary, and its height of ten storeys from the street line enables it to tower majestically above its neighbors and keep watch like a giant sentinel over the surrounding city and country.

As a newspaper building it is conceded to be one of the most modern and best equipped structures of its kind in the Dominion.

FIRE PROOF CONSTRUCTION.

The structure is of reinforced concrete and steel, enclosed in a covering of art brick, pearl grey in color, with white English terra cotta decorations, and is absolutely fireproof in every respect. Provision has been made in constructing the building for the addition of three

more storeys when desired. The *Herald's* new home occupies a commanding location at the north-east corner of Seventh Avenue and First Street west. The main entrance is from First Street west into a spacious corridor finished in marble with ornamental ceilings. The ample staircases and corridors throughout

the entire building are similarly finished in marble and terra cotta. Where wood is used for trimming it is of quarter-cut oak, simple in treatment and perfectly finished. The most modern arrangements for convenience,

health and safety have been embodied in the construction and equipment of the *Herald* Building, and nothing has been overlooked in an endeavor to make the structure one of the most modern in Canada.

Three high-speed elevators provide an express service to all floors. The elevators are of the most modern type, and are equipped with all known devices for the absolute safety of passengers.

The *Herald* occupies the basement and part of the first, second and third floors, about 15,000 square feet of floor space in all. The remainder of the building is given over to offices and stores for rental.

The building is heated by a vacuum steam heating system, equipped with ma-

chinery for the accurate control and regulation of temperature. Uniform and thorough ventilation is obtained throughout the mechanical departments of the paper by means of a system of mechanical ventilation, the air passing through a water curtain on its way in, and being drawn out by forced draft. A vacuum clean-



"The magnificent structure is the tallest in Calgary."
New home of Calgary Herald.

ing system reaches throughout the building and is operated by special machinery in the basement. Lavatory accommodation is ample, and in this respect, as in all others, the installation is of the most complete and modern character.

HERALD BUSINESS OFFICE.

The business offices of the *Herald* are located on the ground floor, with a magnificent entrance from the main corridor. Spacious accommodation has been provided for the public, including ample facilities for the receipt and sorting of letters in reply to advertisements. A system of pneumatic copy tubes enables the business office to keep in close touch with the editorial and mechanical departments, and is a great time and labor saver.

EDITORIAL DEPARTMENTS.

On the second floor are situated the editorial departments of the paper, and the facilities to be found here for the rapid and accurate handling of news are very complete. The library adjoins the reporters' room and is a valuable adjunct to the paper. Telegraphic and telephonic facilities are installed on this floor. The telephone switchboard carries five trunk lines and 17 branch lines, connecting with every department head on the paper. All of the editorial rooms are commodious, bright and airy.

UP-TO-DATE EQUIPMENT.

The composing and stereotyping rooms are located on the third floor, and both departments are conveniently arranged and well equipped.

There are eight linotypes in the composing room, some of them being the new model S. three-decker machines. Hamilton steel cabinets have been installed throughout. The make-up tables are all of the latest design, with banks overhead. Other equipment of interest includes an electric proof-press, a full-page proof-press—on which proofs can be taken by sliding the turtle under it—and a typecasting machine, which enables the paper to make practically all its own type.

IDEAL WORKING CONDITIONS.

In planning the stereo room, an effort was made to make it a more inviting and healthful place in which to work than is often the case. With this end in view, an abundance of light and pure air has been provided, and it might be said that this department is about the brightest

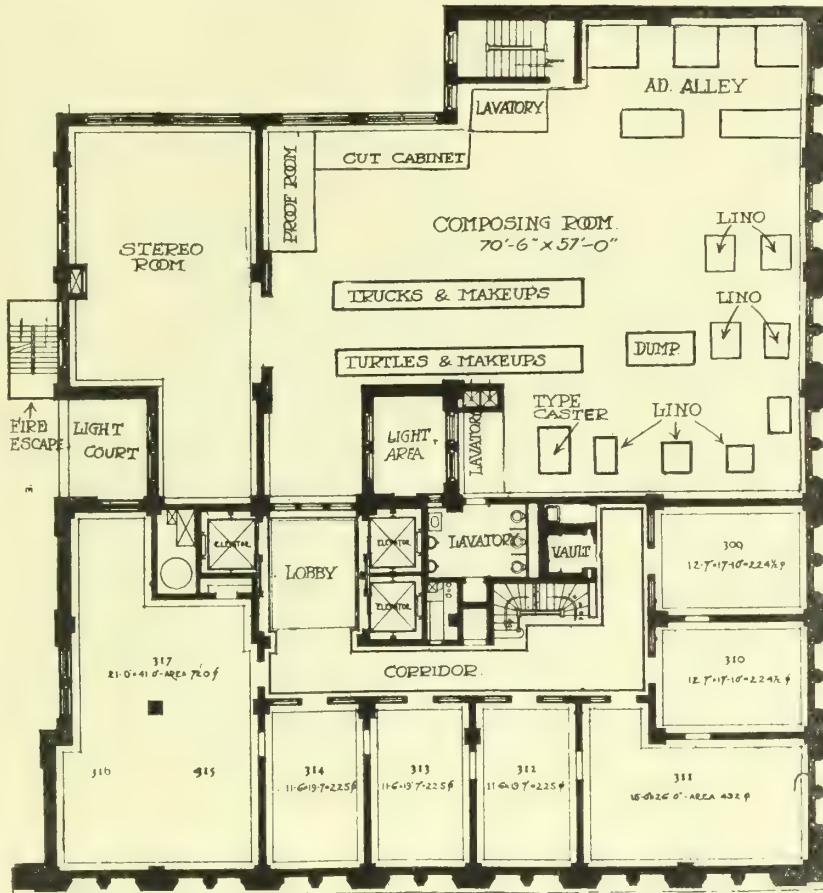
spot in the whole mechanical lay-out. It has windows on all sides, and a large light-well above, while the system of mechanical ventilation previously referred to ensures a pure supply of air at all times.

The equipment in this department is the very latest word in stereotyping machinery, and includes a new plate-finishing machine, which expedites the making of plates very considerably. The steam tables are served with compressed air. Two metal furnaces are used a single one

for linotype metal, and a double one for stereotype metal. A special elevator connects the stereotyping room with the pressroom in the basement, facilitating the speedy transmission of plates.

64-PAGE PRESS.

The Calgary *Herald* now has one of the largest newspaper presses in Canada. It is a Hoe machine, double quadruple, and will print 72,000 16-page papers per hour. Its maximum capacity at one printing is 64 pages, and it will turn out complete 18,000 such papers per hour. It is equipped with the Kohler control system. Hydraulic lifts for paper rolls are installed and are a great labor saver.



Showing the floor plan of composing and stereo departments of Calgary Herald.

Automatic conveyors carry the newspapers direct from the press to the mailing room, which is located on a mezzanine floor, built midway between the basement and ground floor.

The story of the present enviable position held by Calgary *Herald* in Western Canada, as exemplified by its new ten-storey dwelling is all the more interesting when one learns that the *Herald* began business in a tent in 1883. Its first issue, consisting of four pages of five columns, appeared on August 1 of that year and it is said that Sir Mackenzie Bowell, who was visiting Calgary at that time, assisted in the production of the first edition. It was little thought then that the daring little prairie weekly would become in 36 years' time, the huge newspaper enterprise the *Herald* is to-day, but such is the romance of business in a young and growing Dominion.

To James H. Tomlinson who became manager in 1898 is due much of the success of the paper, and to J. H. Woods, the present editor, who in 1906 bought part of the stock with Mr. Young and has labored untiringly to bring the paper to its present enviable position. Mr. Woods was born in Quebec and was educated in McGill and Manitoba Universities. He was formerly a member of the Woods-Norris Advertising Agency (now Norris-Patterson), and is well-known in both Eastern and Western Canada.

Building and Plant of Hurley Printing Co.

Brantford Job Printing Concern a "Model" for Others—
Abundance of Light — Ideal Arrangement of Equipment

AN INSPECTION of the accompanying illustration showing the exterior of the new building owned and occupied by the Hurley Printing Co., Limited, Brantford, and a careful perusal of the lay-out of the office and mechanical departments, will furnish the reader with an excellent general idea of the forward strides that are being made by this concern. If any doubt remains as to the efficiency of both building and plant a personal inspection would quickly remove such an erroneous idea.

The splendid new home of the Hurley Co., erected at a cost of \$15,000, was completed on November 15th, 1913. It has a frontage of 39 feet on Dalhousie Street and a depth of 130 feet. The lot, however, is 50 feet wide, and a space six feet wide on one side of the building and five feet wide on the other has been left vacant, thus guaranteeing perpetual light. It is known as a "mill construction" building, the brick used being white sand lime. As will be noticed by the illustration, the facade is neatly designed, and has an impressive, business-like appearance, but it is noteworthy that there is no excess of ornamentation. The insurance rate on the building is 62 cents.

It would be difficult to find a better lighted building anywhere than the one in question. The east side and rear of the building are equally as well supplied with windows as the front and west side shown in the illustration. There are no dark corners anywhere.

On the ground floor at the front are the general business offices of the company and the private office of Mr. James J. Hurley, the managing director. These are nicely

decorated and appropriately furnished. A door at the left of the main office opens into a cloak room and toilet for the office staff.

AN IDEAL LAY-OUT.

The lay-out of the mechanical departments is a very admirable one. It will be noted that the composing department is located at the rear of the first floor, the idea being that the work should start in that department and

gradually move forward to pressroom and then to bindery until it is finally trimmed by the cutter and passed to the shipping table, which is located between the hoist enclosure and the shipping door. Thus is practical efficiency applied to the filling of every order, however small, and the waste of time—the most precious of all factors in the printing business—is reduced to a minimum. An internal telephone system connects all departments, thereby enabling the office staff to give instructions and make en-

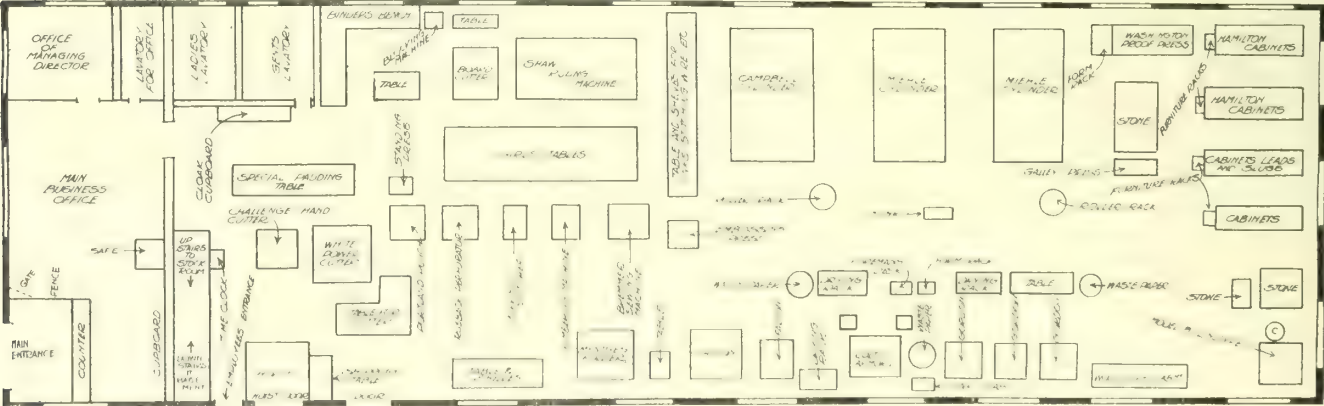
quiries quickly regarding any job under way in the shop.

DUST-PROOF CABINET SYSTEM.

In the matter of equipment the Hurley Company would appear to be well off in all departments. An entirely new Hamilton dust-proof cabinet equipment has been installed recently, the old-style frames having been discarded altogether. A quick-change, Model S, three-decker linotype takes care of the machine composition. Two large Miehles and one Campbell comprise the cylinder press equipment. Two Falcon presses, one for envelopes and the other the



"Has a business-like appearance . . . no excess of ornamentation"
New building of Hurley Printing Co., Brantford.



"The layout of the mechanical departments is a very admirable one." Hurley Printing Co., Brantford.

largest size made, provide for long runs on smaller work, both being equipped with automatic feed and delivery.

The bindery equipment is so arranged as to cut off that department somewhat from the rest of the room. A complete equipment, some of which has been just newly installed, is to be found in this department, and enables the firm to execute ruling and binding work of all kinds. A waste-paper chute is provided for the paper-cutter, and is a great convenience.

Individual motors are attached to linotype and ruling machines, thereby ensuring them an even supply of power and making it less expensive to operate these machines apart from the other equipment. The large motors which furnish power for the presses and bindery machinery are all placed on shelves suspended from the ceiling. This feature is an excellent one, as it ensures cleanliness of the motors and at the same time places them where they will not be a danger to employees.

STOCKROOM ON SECOND FLOOR.

The stockroom is located on the second floor, and plenty of fixtures are available for the several sizes of job stock. The remainder of the second floor, about 4,000 square feet, is leased to a wholesale concern.

The basement extends under a portion of the building only and contains the steam heating plant, besides serving as a store room for heavy stock, etc. Here, too, the waste

paper is handled and shipped, a baling press being used to good purpose.

A freight elevator connects the three floors and is a great time and labor saver.

The business now known as the Hurley Printing Company was established in 1886, and was originally Keys-Somerville. It was later bought by the present managing director in partnership with Mr. Watkins, and was operated as Hurley & Watkins for some time. In October, 1912, Mr. Hurley, realizing the opportunity for building up a larger business, organized a joint-stock company, which purchased the job printing business of the Brantford *Expositor*, and amalgamated the two plants.



More About New Buildings in March Issue

OWING TO the large number of new buildings and plants which are worthy of extended review it has been thought wise to hold over several articles for the March issue in order to do full justice to them. Among others which will be reviewed in that number are the Esdale Press, Edmonton; the Halifax *Herald* and Royal Print and Litho, Limited, which jointly occupy a four storey concrete building, and the new home of Chatham *Planet*, now in course of completion.



New Westminster Paper Preparing for Future Growth

A VALUABLE suggestion for other newspapers is contained in the policy of the New Westminster *British Columbian*, which has met and settled the new building problem during the past year. Instead of erecting a much larger building than was required for immediate needs, the *Columbian* Company laid their plans, and likewise their foundations for a five-storey and basement structure, a good idea of which, when completed, is given by the accompanying illustration. The owners are building by sections, however, and at the present are satisfying themselves with the first two storeys and basement, the remaining three to be added at a later date, when the growth of the newspaper warrants it. The contract price for the two storeys and basement is \$65,000.

The building is of reinforced concrete construction, having a facing of terra cotta facing brick, and occupies an elevated location on one of the prominent corners of the business section of the Royal City. It is a splendid example of the Renaissance type of architecture. It has a frontage of 56 feet, and a depth of 132 feet. It is fireproof in every respect, and the frame is designed to carry the three additional stories, which it is proposed to add at a later date. The general contractors are Addison & Dill, who also erected the *Times* building in Victoria.

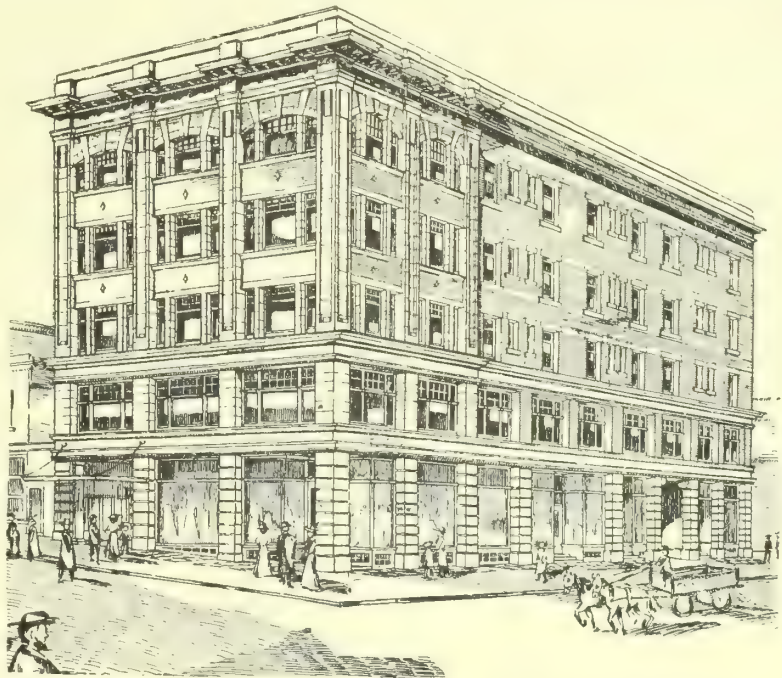
The entire basement, containing about 7,000 square feet, is to be turned over to the mechanical departments of the paper, and job printing business, with the exception of the bindery, which will be on the second floor.

The general business offices, editorial rooms and manager's office, are situated on the ground floor. In addition space is being reserved on the ground floor for three stores for rental. On the second floor the section not needed for

the bindery is to be fitted up as a public hall, and it is expected will bring in a fair revenue.

All departments of the paper are connected by telephone.

Col. J. D. Taylor, M.P., is the managing director of the *Columbian* Company, Limited, and to his efficient manage-



Fine home of New Westminster *British Columbian* as it will appear when finally completed. Two storeys are being erected for present needs.

ment of this old established newspaper of the lower mainland of British Columbia, to his faith in the old city, and fresh-water port of New Westminster, and his enterprising spirit, this building must be credited.

Satisfactory Growth of Bryant Press, Toronto

Maximum of Glass in Walls of New Home on George Street—18,000 Square Feet Confined to Two Floors—Modern Equipment Installed Throughout

IT WOULD be hard to find a building more admirably suited to the needs of a printing establishment than is the new home of the Bryant Press, Toronto. The four walls of the building are constructed entirely of wired glass, except for the brick piers necessary to support the structure. An abundance of light—that essential qualification for an ideal printing building—is thereby obtained.



"Constructed of wired glass and the necessary piers."
Bryant Press, Toronto.

The construction of the building is such as to make it capable of carrying any sort of heavy machinery.

The Bryant Press formerly occupied premises on Richmond street west, moving there from their first home on Bay street in 1903. In the ten years during which they were located on Richmond street, their business grew to such proportions that they found it necessary to more than double their floor space. This was done, however, at great disadvantage, nine floors being occupied finally in an effort to provide sufficient accommodation. Artificial light had to be used throughout the day in practically all departments.

ANOTHER STOREY TO BE ADDED.

After laboring under such extreme inconveniences for so long, it is fitting that the Bryant Press should secure for their new home a building which, in point of convenience and comfort, is all that could be desired. They now have about 18,000 square feet of floor space, which is confined to two floors, against approximately the same amount spread over nine floors in the old building. The construction of the new building is capable of carrying two more storeys, and it is hoped to add one of these in the near future.

The location is at 144-148 George street, and whilst it is not quite so centrally situated as were the old premises, it is conveniently reached by street car, and is quite suitable for a job printing concern with an established trade.

The splendid illustrations shown on this and the opposite page do entire justice to the exterior of the building, and likewise to the excellent arrangement of the several departments shown. They convey to the reader a quite truthful impression of the convenience and cleanliness which characterizes the entire establishment.

A COMMENDABLE "HOBBY."

The main entrance opens into the sales office on the ground floor. This is not the only office, however, an equal-

ly large space being given to office requirements on the floor above. In the upstairs office is to be found the manager, A. Macomb, whose particular hobby has always been plant management. Mr. Macomb believes that service and quality in production are the most important factors in the conduct of a printing office, and that if this end of the business is given proper attention the sales will continue to increase at a normal rate. As manager of the concern and director of its destinies he is justly proud of the new building and the splendid equipment in all departments.

The hand and machine composing departments, the platen presses and the job stock room are situated on the second floor, and the ground floor, with the exception of the sales office at the front, is devoted entirely to the cylinder press equipment, and the bindery and shipping departments.

USE OF CABINETS SAVED MUCH FLOOR SPACE.

The removal to the new building gave an opportunity for the installation of considerable new equipment, and the improvement is especially noteworthy in the composing room. The ordinary wooden frames previously used have been entirely replaced with Hamilton cabinets. Twelve of these are in use, and give accommodation for 100 additional type cases, whilst the floor space occupied is about half that required for this department formerly. The cabinets are all "double," and have working space for compositors on both sides, and are fitted with overhead racks for spacing material. New imposing stones were also installed, one of these having storage capacity for over 300 galleys.

LARGE MONOTYPE PLANT.

The Bryant Press were the first firm in Toronto to install Monotypes, and these machines are used exclusively by them for machine composition. Two additional casters and two additional keyboards were added recently, giving a battery of five casters and six keyboards. A separate compartment is provided for the casters, and this is located



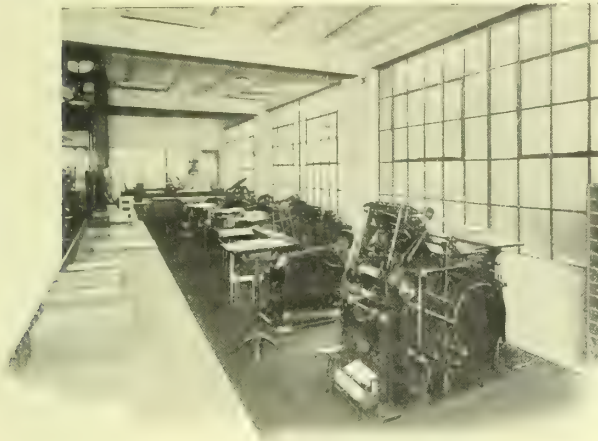
"A separate compartment provided for the casters."
Bryant Press, Toronto.

in one of the rear corners of the second floor, where the very best of light and ventilation is obtainable. The cellular matrix system is in use exclusively in the Bryant Press monotype plant, the necessary changes having been made in the older machines to accommodate the improvement. Another interesting feature in connection with the monotype equipment is the recent installation of a steel

sort cabinet, having a large number of small steel drawers for the storing of sorts. All the display type in use in the Bryant Press, up to 36-pt. size, has been cast on the mono-types in their own establishment.

The job stockroom is given the opposite corner to that occupied by the caster room, and the arrangement of stock fixtures forms a dividing wall, making it virtually a separate room.

The platen presses are ranged along one of the side walls, a metal-covered table for stock being located immediately behind the feeders and extending the entire length of the department. An excellent idea of this sec-



"The platen presses are ranged along an outside wall."
Bryant Press, Toronto.

tion of the plant can be obtained from the illustration accompanying this article.

AUTOMATIC FEEDERS AND COLOR ATTACHMENT.

The battery of cylinders on the ground floor extends along the entire length of the building. Seven machines are in use, and all but two of them are equipped with automatic feeders. On the occasion of removal to the new building it was decided to install a new machine to replace one that had become obsolete, and so as to provide for all possible contingencies the machine selected was the largest Miehle obtainable. It is known as a "Model 50 Special," and has a bed 46 x 68 inches. Another cylinder is fitted with the Upham color attachment, and is kept busy printing two-color pattern books, perfect register being secured.

The bindery is equipped with up-to-date machinery, particular attention having been given to the efficient handling of the numerous publications passing through constantly.

Individual motors are used throughout, thus effecting a very considerable saving in power, as well as increasing convenience and minimizing danger.

The Bryant Press now have undoubtedly one of the finest buildings and equipments, size considered, in Canada, and the vast improvement over the unfavorable conditions under which they formerly labored should be a matter of much gratification to the proprietors and their employees.



Kamloops Standard to Build in Spring

KAMLOOPS *Standard* expects to commence in the spring the erection of a brick building on a centrally located site at the corner of Victoria and Third Avenues. It is said that the new building will be one of the finest newspaper buildings in the interior of British Columbia. It is rumored that the *Standard* will enter the daily field shortly, but this has not been confirmed. F. E. Young, the publisher, is at present abroad.

Methodist Book Room to Commence Building Soon

IT IS understood that the tenders have been decided upon for the construction of the new million-dollar building for the Methodist Book and Publishing House, and the work will be proceeded with, with all possible dispatch.

A complete description of the new building, which will be the finest of any religious publishing concern in the world, was given on page 43 of the October, 1913, *Printer and Publisher*. The only important change in the plans since last announcement was made, is that five storeys will be erected at first instead of six, as previously intended. The foundations and construction will, however, be sufficiently strong to permit of another five storeys being added in accordance with the original plans.

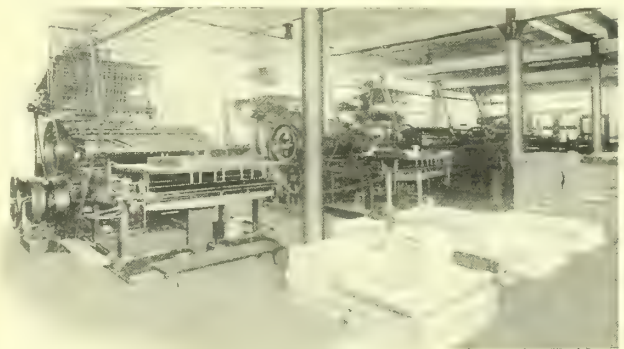
The excavation for the building on the original site at the corner of Queen Street West and John Street, was commenced last fall, and now that the contract has been awarded the construction work will be gone on with immediately. The present congestion of the Book Room in their old premises demands that increased floor space be secured as early as possible.



London Lithographing Firm Off to a Good Start

H. J. Jones Sons, Limited, London, organized last year with a capital stock of \$100,000, is now comfortably housed in its new building at the corner of Dundas and Eleanor streets, erected at a cost of \$35,000. Although only one storey in height, the structure covers a ground space of 100 x 160, and has a basement of 50 x 160 (thus giving the concern a total floor space of 24,000 square feet. It is a mill construction building with stone foundation and red brick superstructure. A feature worthy of note is the abundance of light, practically two-thirds of the total wall space being constructed of windows, and in addition there is a good-sized sky-light.

The equipment consists principally of lithographing machinery, including offset, rotary and flatbed presses and special envelope machines. They have also complete equipment for the manufacture of folding boxes and ma-



"All but two are equipped with automatic feeders."
Bryant Press, Toronto.

chinery for steel die embossing; also a small job printing plant. The motor equipment is almost individual, seventeen motors being used throughout the plant.

H. J. Jones, head of the concern, was formerly connected with the old established firm of Lawson and Jones, Limited, but severed his connection with that company last year and organized the new enterprise.

Well-Lighted Home of St. Catharines Journal

All Departments Conveniently Arranged so as to Facilitate Handling of Work—A Newspaper That is "Making Good"

THE new home of the St. Catharines *Journal* is, in many respects, almost an ideal as a newspaper edifice for a medium-sized daily. Although not owned by the *Journal*, the building was specially erected for its purpose, and their occupation of it a little over a year ago meant an important step forward in the paper's career.

The building is situated on a very desirable site at the corner of Park St. and the Market Square, and its location enables the *Journal* to pick up a considerable country trade in advertising and job printing. Red brick and concrete are the materials used in construction,

with trimmings of white stone, and the combination gives a substantial appearance to the structure and readily lends itself to an appropriate style of architecture, as will be seen from the illustration herewith. The approximate cost was \$5,000.

One of the principal features of the new *Journal* building is its splendid lighting facilities. Apart from the brick columns which support the structure and the masonry between the floors, the building is "all windows" at front and back and along one side. There are several windows on the opposite side also, thus giving excellent light in any part of the building.

The basement is used for mailing and as a stockroom for news rolls and job stock, the latter being neatly stored on special shelves. In the basement also is erected the *Journal's* 10-page Duplex newspaper press, which is responsible for turning out a cleanly-printed edition.

The forms are quickly transferred from composing room to basement in a small form elevator—A good suggestion for other newspapers similarly situated.

On the ground floor are situated the business office of the paper and the job department. One thing that is worthy of mention in the business office is a cash register of generous proportions. Its business-like appearance should suggest to callers that they pay their accounts *now*. How much better than the tin box which is so frequently

used as a container for a newspaper's visible wealth!

The job department which has always been a profitable part of the *Journal's* business, is well equipped, a new Safety Haddon having been installed quite recently.

The second floor is used

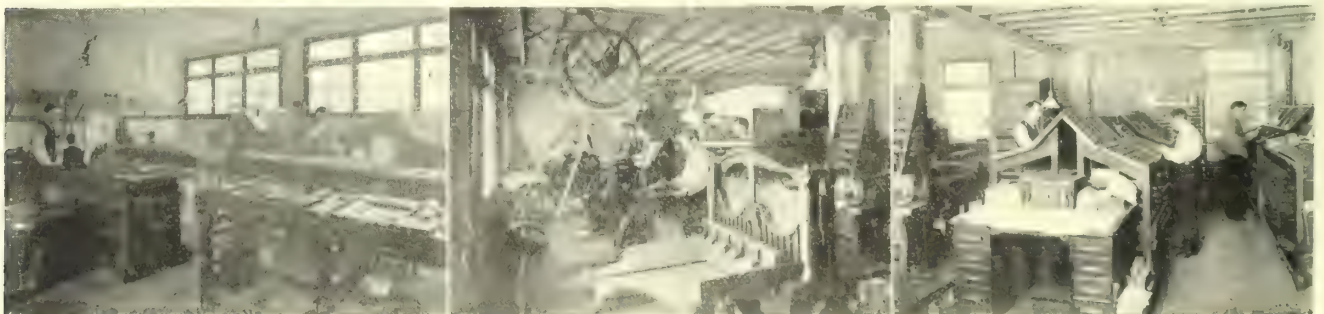
for the composing room. The editorial offices are soon to be moved to that floor also, the reporters are at present crowded in part of the business office. The typesetting equipment consists of three monolines, but it is intended to replace these shortly with a more up-to-date machine. The front portion of the upper floor is at present fitted up for use as a public hall.

BUSINESS ESTABLISHED IN 1826.

The St. Catharines *Journal* is one of the oldest newspapers in Ontario, its weekly edition having been established in 1826 and the daily in 1859. It cannot be said that it has enjoyed uninterrupted success, for only four years ago its future looked very dark and discouraging. At that time, however, it was purchased by J. M. Elson, the present proprietor, and under his capable management it was given a new lease of life, and to-day is firmly established and bids fair to share in the rapidly increasing wealth of the Niagara peninsula, of which St. Catharines is the central pivot geographically and commercially.



Substantial building occupied by St. Catharines Journal.



Views of mechanical departments, St. Catharines Journal.

How a Weekly Solved the High Rent Problem

Saskatoon Saturday Press Secured Lease on Vacant Property and Erected Building to Suit Requirements—Arrangement of Plant Has Good Features

NCESSITY is frequently our best friend. Early in 1913 the Saskatoon Saturday Press were the occupants of a portion of a poorly-lighted, dirty, ramshackle building—one of the "cold in winter and hot in summer" kind. The floor space was a little over 2,000 square feet, and owing to the fact that there were no side windows, artificial light had to be used a great deal.

A VICTIM OF HIGH RENTS.

For the privilege of occupancy the Saturday Press paid the princely sum of \$200 a month, which amounted to about \$1.00 annually for every square foot of floor space.

There was no use blaming the landlord. It was at a time when the rapid rise of land values in Western Canada permitted the real estate investor to reap a magnificent harvest. The Saturday Press would have gladly moved if such a thing were practicable. Not only were there no suitable premises available, but it is doubtful if a lower rent could have been secured at that time.

On top of their perplexity came a notice from the landlord that he proposed making a further increase of about 40 per cent. to take effect upon the expiration of the lease early in April.

A SATISFACTORY SOLUTION.

After a deal of searching and many disappointments a man was found who owned a lot in a good location which he did not intend disposing of for several years. A reasonable ground rental was agreed upon—a little more than the amount of taxes on the property—and the Saturday Press were free to erect a building fashioned in accord with their own peculiar needs.

Plans were quickly drawn up and the contract let, the building to be ready for occupancy in two weeks' time—at the expiration of the old lease. Two weeks isn't long in which to put up a building of any sort, but the much-needed new home of the Saturday Press was completed and occupied within the time limit. It is a modest one-storey structure, 30 x 100 feet, of white pressed brick with an ornamental front of colored facing brick.

COMPARATIVELY LOW COST.

It is not famous for its imposing appearance and great cost. Rather, it is noteworthy because of the fact that it was erected at something under \$5,000. But it admirably suits the purpose for which it was planned, and its erec-

tion solved the high rent problem for some time to come. Sheer necessity had once again proven to be the old reliable puzzle-solver.

BUILDING CAN BE REMOVED.

Another interesting fact about the Saturday Press building is that it has been constructed with a view to removal, if necessary, at some later time to another location. Although built of brick and hollow tile, the walls can be removed, the roof supported and the structure carried away on rollers and re-erected on a different site. Readers who live in Western Canada will know that it is a familiar sight to see buildings of all sorts moved from one place to another in this way.

STOCK ROOM ADJOINS OFFICE.

The idea of having the stockroom convenient to the office is a decided advantage as it makes it easy to show a customer the actual stock on the shelves. The stock fixtures indicated on the plan are specially built to hold the standard sizes of paper, making it possible to keep the various sizes and kinds neatly stored in separate sections. Each section is closed in on three sides, so very little dirt can find its way in. These fixtures form a partition between the stockroom and the mechanical departments, but the stock counter indicated on the plan is convenient for laying out job stock for the presses and taking in finished work for parcelling.

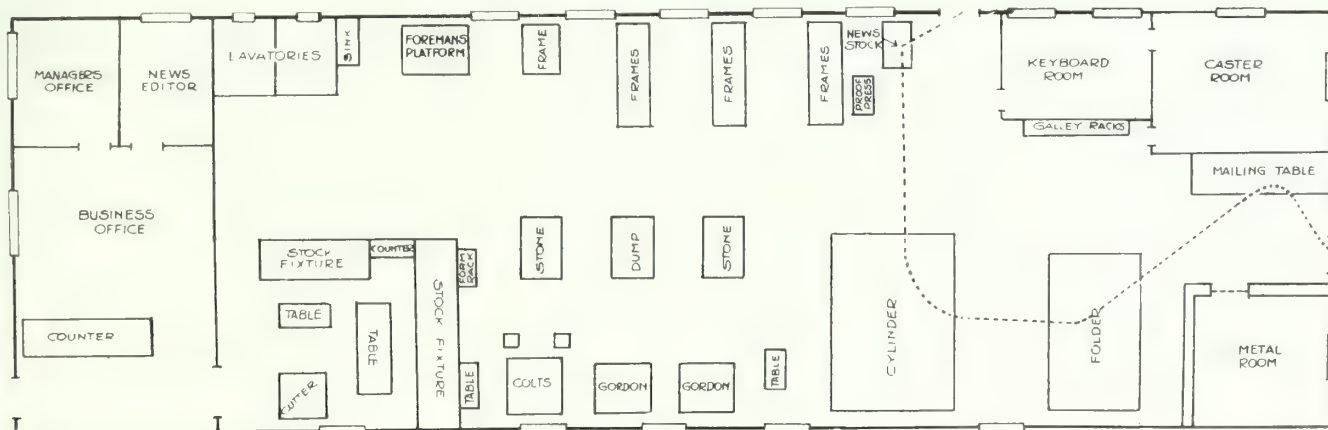
MINIMUM HANDLING OF HEAVY STOCK.

The heavy stock for the newspaper is stored at the back of the shop, near the shipping door and it will be noted by the dotted line that the course it follows until the finished newspapers are ready for delivery provides for the least possible amount of handling.

DISTRACTING NOISES AND DISTASTEFUL FUMES.

The building of separate rooms for the monotype casters and keyboards makes it much easier to keep these machines in good order and is conducive to best work, both on the part of their operators and the hand compositors.

The small room at the back for melting metal is bricked off entirely from the rest of the shop, and is provided with an air-tight door, thus effectually preventing the disagreeable and unhealthful fumes from permeating the whole establishment.



All departments of Saskatoon Saturday Press are conveniently arranged on one floor.

REVIEW OF SPECIMENS

York Press, Toronto. The folder recently produced is a rather unique and interesting piece of work and should prove profitable from a commercial point of view. The simple type arrangement, attractive colors of ink and pleasing stock give a touch of distinction to this piece of work. The manner in which you have worked in the self-addressing reply card is very praiseworthy. The job is printed in deep brown and Persian orange on India tint, dull finish, post card stock.

Southam Press, Limited, Montreal. —A piece of work that cannot fail to favorably impress the recipient is the catalogue, or rather, the portfolio of fine fur models recently submitted for review. The cover of heavy, deckle-edge, white, antique stock, with the simple design in gold and embossed, seems to induce by its pleasing appearance further inspection of the inside pages. The endleaves are of a lighter weight stock than the cover. The inside pages are a highly coated white paper with each leaf separated by a linen finish, onion skin sheet. The simple beauty and artistic treatment of the inside pages have a strong appeal and coupled with special decorations and beautiful illustrations taken direct from life models are rather impressive.

On the whole the portfolio is one of the most beautifully printed specimens received by this department for some time.

Although produced in an entirely different manner, the booklet of the Southam Building, Montreal, is equally impressive. The embossed cover design in several colors is very

striking on the heavy, linen finish, grey antique stock. The inside pages are printed in two shades of pale green, two shades of buff and a rich, deep brown, on India tint coated which has been roughed. The unique illustrations, simple type arrangement and excellent presswork, give a character and distinction to this booklet not frequently attained even in this class of work. The whole is bound together with a brown silk cord and enclosed in a special grey antique envelope.

George R. Coulter, Vancouver, B.C. —Although the most of your specimens are good from a typographical standpoint, they would be greatly improved if the same consideration and taste given the arrangement of the type matter had been extended to the selection of the stock and colors of ink. Take for instance the jewelry booklet, which, though effectively arranged, was printed in black on an inappropriate brown colored stock, with the cover emblazoned in red ink on a light green stock. How much more appropriate, how much more inviting if the cover was a white antique, deckle-edge stock formed in a double fold, with the upper fold ending about three-fourths of the way down the page and the deckle running along the lower edges? How much

more pleasing if a delicate green grey ink was substituted for the glaring red? The inside pages could then be printed in the same green grey ink on white coated stock. Endleaves of onion skin might be added with good effect, and if a touch of color or life was desired for the inside pages,



Pages from two sumptuously printed booklets by Southam Press Limited, Montreal.



Two pages from an interesting and well printed booklet by Imperial Publishing Co., Halifax, N. S.

make it a delicate rose color or pale Persian orange tint. A heavy, white silk cord would also be a great improvement on the plain wire stitching. True, the above suggestions may add a little to the cost of the job, but considered with the final effect it is hardly conceivable that a customer could not be easily induced to make the changes.

Edward C. Atkins, Manager of Maeklin (Sask.) Times.—With the most of the samples submitted, too much rule work seems to spoil what would otherwise be rather pleasing specimens. Take for instance the cover of the Programme of Celebration. A simple rule border with

printed, the presswork on the numerous illustrations is excellent. The cover design printed by the three-color process makes a most striking and attractive introduction to the inside pages. The cover and title page are here reproduced.



Dignified greeting card from Harry W. Liggett, Ottawa, Ont.

J. W. Short (with Galt, Ont.) Reporter. — Prominent among the package of neat and attractive samples recently received is the Annual Report of Waterloo Historical Society. Notice the tastefully

arranged and well balanced cover page here reproduced, and how well the decorative border harmonizes with the character of the type. The title page of this report was not unlike the cover except that it required a more formal treatment, which was carried out well in the design. The one-point rule panels and plain, formal border are admirably suited to the small-sized capital letters. The special Christmas booklets and menu, which offered a good opportunity for the expression of your originality, have also been well handled. The one for J. D. Clarke seems worthy of special commendation. The cover of the folder is a light brown antique stock with an Old English initial "C" printed in gold about one-third from the top of page. The inside pages are neatly displayed in Old English and printed in red and green on white antique stock. The whole is held together with a heavy red silk cord and enclosed in a special envelope of the same kind of stock as the cover. The folder for Alma Lodge is another interesting specimen. The neatly arranged type matter printed in dark blue on white antique deckle-edge stock produces a pleasing effect. The twelve-point rule border in pale blue-



Two pages from a very attractive booklet from Windsor (Ont.) Record.

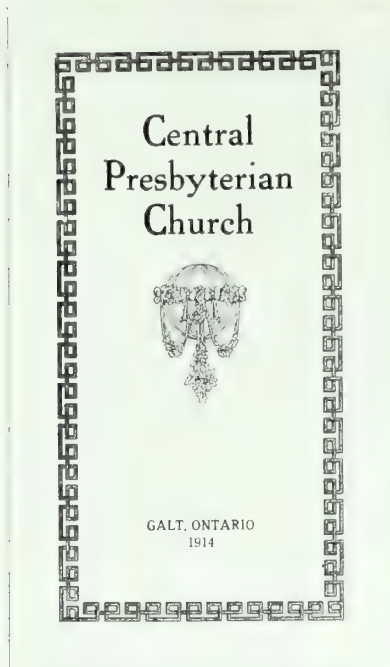
the type matter neatly arranged inside would be much more effective and take less time to put together than the intricate rule design of the original.

Imperial Publishing Co., Halifax, N.S.—You are to be congratulated on the excellent result secured in the booklet depicting the industrial growth of Nova Scotia. Considering the fact that there were 50,000 copies of this booklet



Our first chance to tell you about it

From an attractive booklet by Bryant Press, Limited, Toronto.



Interesting typo design from J. W. Short, Galt, Ont.

The booklet describing the growth of Windsor is certainly a very satisfying accomplishment. The neat and formal cover, the pleasing typography of the inside pages, the numerous illustrations—some in natural colors, the excellent presswork and the special, decorative border, giving to this work a character that will cause it to be remembered for some time. The cover is a light brown antique stock, with the hand-lettered design in deep brown and light brown tint. The inside pages are on India tint coated which has been roughed and gives a pleasing, soft effect to the numerous illustrations. The inside pages are printed in photo brown and light buff tint. The publishers are certainly worthy of great credit for the

excellent manner in which this work has been produced.

Harry W. Leggett, Ottawa, (Ont.) — There is an unmistakable character and feeling of sincerity that accompanies the Yuletide greetings which cannot be easily overlooked. The card, which is here reproduced, is hand-lettered and printed in dark green and red on white, hand-made stock.

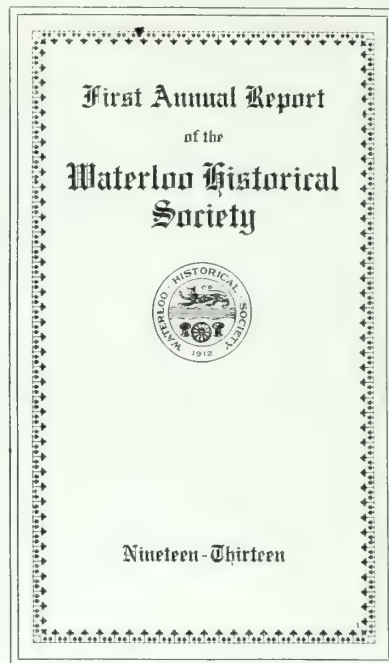
Bryant Press, Limited, Toronto. A striking cover, coupled with dignified and pleasing inside pages are features that lend dis-

grey tint adds a touch of dignity and refinement to the pages. Another neatly arranged specimen, the first page of which is here reproduced, is folder for Central Presbyterian Church. This specimen, together with many others, seems to prove how well even the everyday jobs can be produced when a little care and consideration is spent upon them.

Windsor (Ont.) Record.

tion to the booklet recently received. The cover design is printed in orange and black on buff antique stock. The inside pages are printed in art brown ink on suede finish, India tint stock. The whole presents a very pleasing specimen of work.

Winnipeg Saturday Post, Winnipeg, (Man.)—The calendar recently received certainly offers a good idea of the capabilities of your plant and organization and should prove a profitable piece of publicity. A heavy, linen finish, white antique mount is attached to a piece of pale blue antique stock by means of a heavy white silk cord. On the mount is displayed a striking design in pale blue, red and green, embossed, and with a portion in blind embossing. The calendar pad is attached by a white silk cord and the balance of the wording is in two shades of grey. The whole, combined, makes a very impressive piece of work.



A well-balanced cover page from J. W. Short, Galt, Ont.

Martin W. Smith, Winnipeg, Man.—Unusually refined artistic taste is unmistakably expressed in the production of the sterling silverware booklet recently received. This exceptionally dainty piece of work cannot fail to favorably impress the lovers of good silverware, and should be productive of good results. The cover is a dark blue, leatherette paper with a dainty hand-drawn design, printed in gold. Endleaves are of cream antique, deckle-edge paper, with one side pasted to the inside pages of the cover. The inside pages are on India tint, dull finish coated stock, with the borders and type matter in grey and pale buff. The numerous beautifully vignettted illustrations stand out well in black ink. The type used throughout is Caslon Old Style, and the entire work has a finish and completeness which harmonizes well with the character of the goods. Although there is not much type matter on each page, it is neatly displayed, and great care has evidently been taken in the spacing of each line. The presswork on all three colors of ink could hardly be improved upon.



Striking calendar from Winnipeg Saturday Post.

HOW OTHER PRINTERS DO THINGS

To Prevent Offsetting

A SIMPLE device that helps materially in preventing offsetting of freshly printed sheets consists of a wooden frame with sides about four inches high, which is placed on the drying rack and used on the delivery table of the press. The frames are made the exact size of the sheet and keep the air between the sheets as they are delivered from the tapes. If the sheet is being cut a divider made of zinc can be dropped in the centre of the frame. Southam Press, Toronto, are using these frames and find them a decided advantage in running half-tone work on coated stock. They need not have any bottom and can be removed from the drying rack as soon as desired so that only two of each size are necessary.



Selling Type Styles

THAT IS what every printer is doing more or less. Especially should it be true in the case of a printer who has made a considerable investment in new type faces and who rightly feels that he should receive good returns on his expenditure.

Peninsula Press, St. Catharines (A. M. McComb, proprietor), is at present engaged in making up a complete sample book of all types, borders and ornaments in use in the office. The pages are $5\frac{1}{2} \times 8\frac{1}{2}$ inches, and are punched to fit a neat leather binder. The sample book is thus made convenient for carrying and showing to prospective customers, and on account of being loose leaf, the pages may easily be removed or new ones added at any time.

Beautiful type faces, properly displayed, are one of the best selling aids the printing salesman can find anywhere and an office is doing itself an injustice if it does not use their "pulling power" to the fullest extent.

USEFUL AS AN INVENTORY ALSO.

Peninsula Press has gone one better in this matter than is usual, however. Instead of using the sheets for selling purposes merely, a separate book is being made up for use as an inventory, and after the name of each type is the price per font, after the manner of the type-founders' books. This second book will repose in the safe, and if the firm is ever unfortunate enough to have a fire and be called upon for an insurance inventory, the appraiser will not have to ask twice for definite proof of amount of loss.



To stay in business and be abreast of the times, business men must know what their competitors are doing; hence co-operative associations.

Running a business without knowing costs keeps a man always figuring on what would have happened if certain things hadn't happened.

A Department For Mutual Helpfulness

THIS department is here to serve any printer who desires to improve his knowledge of the best means for conducting a printing business in such a way as to secure the maximum of efficiency and realize the greatest possible profit. To make this department as truly practical and useful as it should be, we invite the co-operation of every interested reader. Send us a description of any efficiency method, shop form, selling idea, etc., that you think other printers would like to know of. On the other hand you are equally welcome to ask questions through this department. These will be answered by letter at once if possible, and if of general interest question and answer will be published in the next issue. If anything is published in this department at any time that is not quite clear to you or with which you do not agree, write us about that.



A Useful Table For Padding

EVERY printer who has much padding to do knows the disadvantage of using an ordinary wooden top table for this work. The gum which adheres to it cannot be readily scraped off without taking some of the wood with it, and so it is customary to spread paper around before commencing the padding operations.

Hurley Printing Co., Limited, Brantford, has overcome this nuisance by having a heavy table, specially constructed, the top being covered with galvanized tin. This gives a smooth working surface, and can be quickly and thoroughly cleaned, no paper protection being necessary.



Enterprising Scheme of Waterford Star

IN A SMALL community local features are always highly appreciated. P. Geo. Pearce, proprietor of *Waterford Star*, recently got out a novel souvenir consisting of a neat card bearing a group picture of "Waterford's Oldest Men." There are 28 in the group and their ages total 2152, or an average of nearly 77 years each. The photo was taken in front of the *Star* office and the detail has been reproduced with exceptional faithfulness. Mr. Pearce used the engraving on his calendars and besides sold a good quantity of the cards to friends of the old gentlemen.



Print it on Your Job Docket

"Keep all copy, proofs and other matter pertaining to this job in good order and enclose with sample of the finished work in this envelope when completed—KEEP CLEAN." The foregoing injunction occupies a prominent position on the work docket used by Peninsula Press, St. Catharines. It should contain a good suggestion for other printers.

THE EDITOR'S VIEWPOINT

Who Owns the Press of Canada?

THE QUESTION of newspaper ownership in Canada is a very live one at the present time. The public appear to be keyed up to a pitch where they are ready to believe almost anything and apply it to the press of Canada in general. Especially is this true in the big cities, where powerful industrial and financial corporations are constantly at work to secure their own ends. Quite a number of the metropolitan city dailies decline to say who are their owners or make transference of stock to other parties and enter certain amounts "in trust" in their list of shareholders. An illustration of the latter kind was brought to light recently by Toronto *Telegram*, which sought to have the public attribute certain ulterior motives to its two evening contemporaries, in connection with the stand they took on the municipal situation. A complete list of shareholders of the papers in question, the *News* and *Star*, as filed with the Registrar of Joint Stock Companies, was published as follows:

SHAREHOLDERS OF TORONTO STAR.		SHAREHOLDERS OF TORONTO NEWS.	
Jan. 13, 1913.		Jan. 24, 1913.	
Capital \$200,000.		Capital \$500,000.	
J. E. Atkinson	\$46,000	J. W. Flavelle	\$92,900
E. T. Malone	3,000	Sir J. S. Willison	56,200
M. J. Haney	5,300	C. T. Pearce (Mgr.)	29,300
P. C. Larkin	5,000	C. H. Ritchie, K.C.	46,000
H. A. Little	2,200	Mr. Justice Hodgins	34,600
A. L. Malone	100	Mr. Justice Kelly	6,200
A. Mearns	100	A. Barnett	7,700
Chester D. Massey	5,000	Geo. Ferguson	7,700
Massey Mfg. Co.	11,700	R. W. Leonard	7,700
Mm. Mulock, Jr.	17,700	N. Hillary (banker)	32,200
E. T. Malone (in trust)	20,000	M. N. Irish	15,500
J. E. Atkinson (in trust)	45,300	A. O. Beardmore	700
		C. W. R. Warwick	3,100
		M. Rawlinson	3,000
		W. R. Bullock	700
		C. A. Birge	1,500
		R. Thomson	700
		H. L. Harwood	700
		T. H. Watson	700
		J. B. Fraser	7,700
		Frank Scott (in trust)	7,700
		Title and Trust Co.	3,600
		Sir J. S. Willison (in trust)	123,900

In the case of the *Star* it will be noted that stock to the value of \$65,300 is held in trust by E. T. Malone and J. E. Atkinson. The stock personally owned by these two gentlemen brings the total of the four amounts up to \$114,900, or considerably over half of the total capitaliza-

tion. It is understood that the two trust amounts represent stock owned by the T. Eaton Company and the estate of the late Senator Cox. It is said the block of \$17,700 in the name of Wm. Mulock, Jr., was secured by Chief Justice Sir William Mulock at the time he held the office of Postmaster-General.

Turning to the list of *News* shareholders we find its capitalization much higher than that of the *Star*. One very large amount and two smaller ones, aggregating \$135,200, are held in trust. It is charged that these amounts are owned by manufacturing and financial interests who do not wish to disclose their identity. The largest individual shareholder is J. W. Flavelle, who owns \$92,900 worth of stock. As is generally known, Mr. Flavelle is head of the William Davies meat packing company, which also operates a chain of retail meat stores. He is also a director of the Robert Simpson Co. department store.

In Montreal the situation is even more acute than in Toronto. The question of extending the franchise of the tramways company of that city is exciting much discussion and the respective positions taken on the question by the several newspapers is closely studied by the public. Now comes the announcement that the *Herald*—owned by D. L. McGibbon, president of a big department store and a very able and successful financier—has been sold and is to be amalgamated with the *Telegraph*. The owners of the combined paper are not known to the public and although it was at first stated freely that Sir Hugh Graham was the purchaser, he has given an absolute denial.

It must be admitted that the secrecy surrounding the ownerships and part ownerships of the newspapers mentioned herein and also a number of others, is a matter for sincere regret on the part of the press of Canada as a whole. It should be said, however, that because certain shareholders see fit to take advantage of their privilege and place their stock in a trust account, it does not necessarily follow that they or the newspaper are guilty of any wrong-doing. The fact is, public opinion has been aroused and where the slightest suspicion of unworthy motives exists the public is inclined to arrive at hasty conclusions. But the public can scarcely be blamed for exaggerating—that is the best way they know of for showing their extreme disapproval. They naturally feel they

have a moral right to know the names of those who are directing their opinions in order that they may be in a position to judge the value of the advice given.

It is of vital importance that the question which forms the title to this article be answered if the good reputation

of the press of Canada is to be sustained. The enactment and strict enforcement of postal legislation, similar to that which is in force in the United States, which compel the publication of complete details of ownership, should provide an efficient remedy.



The Position of King's Printer

THE DEATH of C. H. Parmalee, reported elsewhere in this issue, has made vacant the position of King's Printer and Controller of Stationery for the Dominion, and speculation is rife as to who will receive the appointment.

The incumbent must possess a technical knowledge of printing and the salary attached to the office is \$5,000 a year.

It is likely that there will be many applicants for the position, but it is extremely doubtful if a man can be found anywhere who is more worthy of the appointment than the present superintendent of printing, Fred. Boardman. If the vacancy were filled on the basis of ability and merit, we believe Mr. Boardman would outstrip all other applicants in the matter of qualifications for the duties of

the position. No one can deny that Mr. Boardman has been eminently successful as superintendent, a position he has occupied for the last three years. His thorough knowledge of the technique of printing, combined with his marked ability as an executive make him the right man for the job. His knowledge of cost problems and his study of efficiency management have made him an authority on those subjects throughout the Dominion.

It is reasonable to argue that the man who has made good in the difficult position of Superintendent of Printing will also be successful as King's Printer and Controller of Stationery. Mr. Boardman's training fits him for the position and the promotion should be made as a reward of faithful, intelligent service.



Concerning the Collection of Accounts

THERE ARE perhaps no two classes of merchandise that are so utterly useless to anyone except the person by whom they are ordered as advertising and commercial job printing. Neither presents any possibility for "security" until paid for or for seizure after delivery if the customer is disinclined or unable to settle. Hence the imperative need for an unusual degree of watchfulness when filling orders for strangers and for insisting on a prompt settlement of all current accounts when due.

Strange to say, however, printers and publishers as a class have the reputation, and it is to some extent merited, of being more lax about such matters than those engaged in other businesses.

The difficulty in making up an account for job printing, owing to the complexity of the factors involved, is no doubt responsible to some extent. This excuse should be entirely removed, however, when a proper cost system is in operation and until such a system is installed all prices can only be approximately correct. But if one must guess, it is better to do it immediately after the job is completed than later on, when the details of the work have been forgotten. Apart from the above excuse, it must be assumed that much of the dilatoriness in rendering accounts—both advertising and job printing—is due to a lack of appreciation of the extreme importance of the subject.

Not only does the transitory nature of the bulk of the product of the printing press render it especially important that accounts and collections be carefully watched, but for the same reason accounts for advertising and

printing become more difficult to collect the longer they are allowed to run. Advertising especially is frequently ordered with little thought and it is better to discourage such a practice by insisting on prompt payment than to give the customer reason for the impression that his account may be settled any time in the future.

What we wish to impress particularly on printers and publishers is the importance of rendering statements of all outstanding accounts promptly at the commencement of each month. To invariably follow such a rule would create a more favorable prestige on behalf of the printing concern or newspaper as an up-to-date business organization, as well as assisting materially to minimize bad debts and overdue accounts. If accounts are not paid promptly when due it is a good plan in many cases to write a special letter calling attention to the "oversight." The letter should be followed by a personal call or sometimes the use of the telephone is more convenient and quite as effectual.

What we have said is not intended to apply solely to the handling of slow-pay customers. As a matter of fact it is very desirable that accounts be rendered promptly to good customers also. The best business firms prefer to pay their accounts monthly, many of them having a regular day set apart for doing so. It is much easier to collect a small account at the time it is due, than a larger sum representing orders extending over several months.

In considering this subject printers and publishers might well take a leaf out of the book of the paper dealers and supply houses with whom they themselves do business.

Another Injustice of the Double Page Spread Regulation

THE NOW famous double-page spread regulation of the Post Office Department of Canada—a regulation created apparently to satisfy the whims of an official—is not only causing publishers a great deal of annoyance and loss but is working an unnecessary hardship on the general public as well.

A well-known United States publication, which has mailing privileges in Canada, has notified its Canadian subscribers that in future they must pay an increase in their subscription price of 25 cents, which has been made necessary by “a ruling of the Canadian postal authorities.” . . . “beyond our control to prevent.”

The publication in question has subscribers in Canada to the number of about 30,000, so the aggregate amount to be paid into the coffers of the Canadian Post Office Department by this one magazine as a result of the double-page spread edict is in the neighborhood of \$7,500! The notice to subscribers is so tactfully worded that it is probable very few complaints will be made on account of the increase, but we wonder what the practical public would think of the irrational post office dignitaries if they knew the real purport of the “ruling” referred to!

Until redress can be secured, publishers must continue to choose between making incongruous attempts at double-page spreads or giving their advertisers the genuine article and being called upon to pay a fine to the Canadian Government as a consequence.



Value of Newspapers Again Proven

IN OUR last issue we made a comparison of the respective advertising policies of the British War Office and the Annuities Branch of the Post Office Department, Canada. We pointed out that the former, after careful investigation, had decided to use newspapers exclusively to advertise for recruits, whilst the latter was spending \$30,000 on billboard advertising in an effort to sell its annuities. The fact that the population of Great Britain is 125 times more centralized than that of Canada made the comparison between newspaper advertising in the old land and billboard advertising in the Dominion reflect all the more unfavorably upon the authorities in charge of the Annuities' advertising campaign.

That this theory was a reasonable one is borne out by a despatch received on January 25 from the British War Office which completely establishes the value of newspaper advertising. Advertisements were inserted simultaneously in all prominent papers in the United Kingdom, setting forth the advantages resulting from army enlistment and inviting would-be recruits to write for booklets. As a result enquiries were received in the first ten days which completely exhausted an edition of 50,000 copies of the booklet.

Newspaper and magazine advertising is direct, efficient, immediate. The name of the British War Office is added to a long list of “satisfied users.”

Distribution by Auto

THE GENERAL adoption of motor cars in all the larger cities of Canada to distribute the various editions of evening papers to newsboys and newsdealers, as well as in conveying mails to railway depots, has resulted in getting the papers into the readers' hands much earlier than formerly. It would be another decided advance in the work of distribution if legislation was enacted in the various cities concerned putting newspaper autos in the same class as mail cars and ambulances. The present wise laws for ensuring safety of human life by limiting the speed of automobiles on city streets might well be relaxed somewhat in the case of newspaper autos and thus aid in the speedy dissemination of news while it is “news”—a work in which every citizen is vitally interested. If rules were enforced for the employment of none but highly trained drivers, a reasonable extension of the “speed limit” would not constitute any greater menace than does the speeding privilege of ambulances, and we have yet to hear of an ambulance being mixed up in an accident in any other than its official capacity.



“Intensive Publiculture”

THE ABOVE is a new term coined by Montreal *Star* and applied to the campaign of education it has been directing at its readers for some months past. Day after day splendid little articles, bearing attention-getting headings and each containing pertinent truths about advertising have appeared in the *Star's* columns. Twenty of the brightest of these nuggets have been arranged on a large sheet and sent to the *Star's* advertisers and prospects. Taking the very proper view that every advertiser is a mutual beneficiary with the newspaper in any campaign calculated to enlighten the public with regard to the function of advertising it is a good plan for publishers to keep their partners advised as to the progress that is being made—the advertisers appreciate it, too.



J. E. Eaton, Montreal, Not Sold Out as Reported in Last Issue

AN ITEM appeared in last month's Printer and Publisher to the effect that J. E. Eaton, who conducts a job printing business at 80 Vitre Street West, Montreal, had been closed out by bailiff's sale. This item was based upon information which proved to be incorrect. Mr. Eaton notified us that he is still in business as formerly and has no intention of discontinuing.

We regret exceedingly that the unfortunate error contained in the brief news item referred to should have crept into the columns of Printer and Publisher, and we tender Mr. Eaton our sincere apologies for having inadvertently done him an injustice. We trust that this retraction will set right the matter of Mr. Eaton's business status in the minds of all our readers, and we wish him abundant success throughout 1914 and succeeding years.

Merger of Montreal Herald and Telegraph

"Herald-Telegraph" to be Edited by Hon. W. S. Fielding—Sir Hugh Graham Denies Ownership—Mystery Surrounds Deal—Bribery Charges Made by Mail Against Certain Quebec Legislators

THE NEWSPAPER situation in Montreal has been a vexed one for more than a year and recent developments have brought the matter very prominently before the public. An investigation into alleged corruption in the Quebec Legislature and the amalgamation of the Herald and Telegraph, both evening papers, are two recent spectacular developments which stand out prominently from the tangled skein of events.

The public, it may be stated, is taking a keener interest in the situation than would be shown ordinarily in matters relative to changes in the ownership of certain concerns. This is due to the prominence of the parties concerned and the fact that politics, municipal and provincial, figure so strongly in the situation.

Out of the mass of rumors, denials and charges which crop out on every hand, it is difficult to give an outline of the story which will be fair to all parties concerned. The following is the story as Printer and Publisher sees it.

A short time ago the Daily Witness passed into new hands, becoming the Telegraph. Hon. W. S. Fielding became president and editor and the policy of the paper as announced, was to support strongly the principles of the Liberal party. Despite this fact, the story was circulated that Sir Hugh Graham, owner of the Star and Standard, and therefore a leader among publishers of the Conservative press, was the real owner of the Telegraph. This was denied, but the rumor "would not down," as the saying is. Sir Hugh still asserts that the only daily newspaper that he owns is the Star.

With the control of the Herald passing into the hands of D. Lorne McGibbon with E. Beck as editor, there began an active campaign against the Montreal Tramways Company and its admitted desire for legislation at Quebec extending the present franchise for a period of 50 years. Herald readers were urged each night to keep their eyes on Quebec and the Montreal City Hall.

The Herald showed antagonism to the Star, charging that Sir Hugh Graham was endeavoring to control the newspaper situation in Montreal. This culminated ultimately in D. Lorne McGibbon entering suit against Sir Hugh for \$100,000. This suit, after passing through several preliminary stages, is still, as far as can be learned, pending, though no active steps are being taken.

In the meantime, Mr. Beck, who spent considerable time at Quebec watching this expected legislation, co-operated with D. Lorne McGibbon in bringing to Montreal and Quebec the keenest of the detectives associated with the Burns Agency, New York. They came in September and what they did in carrying on their investigation at the Legislature and Montreal City Hall will be one of the most interesting stories in Canadian newspaper work.

The Montreal Mail is now giving details of the investigation to their readers, and M. E. Nichols, president, and B. A. MacNab, managing editor, have been summoned to the bar of Quebec Legislature to explain why they attacked the honor of the Legislature of the Province by openly charging three of its members with having accepted bribes to influence the passing of the Montreal Fairs Bill—a blanket charter or "dummy" bill engineered by the detectives.

So far there has been no explanation as to why the

probe was arranged for and carried out by the Montreal Herald, and the details given out by the Montreal Daily Mail. Many stories are being told but as none have been proven they must as yet be accepted as more or less fictitious and highly-colored versions.

This much can be said, however. About the time that the alleged corruption charges first found their way into print, the Herald changed hands and its attitude changed. Mr. Beck resigned from the Herald and has since been writing the investigation for the Mail.

As a climax, comes the amalgamation of the Herald and the Telegraph. It will be called the Herald-Telegraph and Hon. W. S. Fielding will continue as president and editor, so that it will continue to strongly espouse the Liberal cause.

Both the Herald and Telegraph staffs were notified that their services would not be required after January 28. Of course, places will be found for many, but some will necessarily be thrown out of employment. Printer and Publisher was informed that the end of January would see the new merged paper on the street.

The story has again crept into print that Sir Hugh Graham is the real owner of the new Herald-Telegraph. Sir Hugh denies the statement and professes his lack of knowledge of the owners or their intentions in regard to the new paper.

Meanwhile, the Daily Mail is going on with its story of graft at Quebec and where it will end is yet a matter of conjecture.

* * *

An interesting announcement was made in the Telegraph of Tuesday, Jan. 27, giving the following reason for the amalgamation:—

"The Daily Telegraph's building, corner of Craig and St. Peter Streets, having been found altogether inadequate to the demands of the growing business, search was instituted three months ago for suitable premises or a site on which to build newspaper offices, but without success. The buildings available were found to be of two kinds. Those strong enough to carry the heavy plant were too dark. Those with sufficient light were found too fragile for the enormous weight they would have to bear.

"Following the disappointment in being unable to secure a building large enough to accommodate The Daily Telegraph plant, negotiations were opened looking to the purchase by The Telegraph Publishing Company of another newspaper having control of premises adequate for the growing business of The Daily Telegraph.

"While the negotiations for the purchase of another and occupancy of its building have not resulted in every detail as originally outlined, a joining of the forces of two papers has resulted, whereby the mechanical facilities of both will be available for the quicker and better distribution of the paper, and a building of magnificent proportions, specially designed for the purpose, will be at our disposal.

"Beginning to-morrow the title of our paper will be 'The Montreal Herald and Daily Telegraph,' printed at 273 Craig Street West, with supplementary plant at the

corner of Craig and St. Peter Streets to relieve the pressure certain to follow from the great increase in circulation."

Since the above was written, further developments have occurred in the alleged bribery investigation at Quebec. M. E. Nichols and B. A. MacNab, of the Mail were summoned before the bar of the Quebec Legislature and asked for an explanation of their charges. They denied the authorship of the articles, but accepted responsibility for them. The probe will be continued at greater length and Mr. Beck and the Burns detectives may also be summoned before the House.



Third Canadian Printers' Cost Congress, April 16 and 17

Plans Progressing Favorably

ANNOUNCEMENT has been made of the exact dates for holding the Third Canadian Printers' Cost Congress, which it was announced in the December issue of *Printer and Publisher* would be held at Toronto, under the authority of the Canadian Cost Commission for Printers. The two days on which the Congress will be held are Thursday and Friday, April 16 and 17.

These dates are particularly desirable in view of the opening of the National Printing Exposition at New York on April 18, and continuing throughout the following week. Many Canadian printers were in attendance at the New York Printing Show last year and the success which attended the Exposition will no doubt result in a much larger attendance of Canadian printers at the 1914 Show. The proximity of the two dates will, therefore, be a great convenience to many, especially those from Western Canada, who will feel it is doubly worth while to make the long trip to the East.

It is confidently expected that not only will the Third Canadian Printers' Cost Congress be the most largely attended, but the programme will reach a higher standard of excellence than previously attained. The chairman of the Programme Committee is John M. Imrie, Secretary of Canadian Press Association, and his close connection with former cost congresses particularly fits him for the chairmanship duties to which he has been assigned. No definite announcement concerning speakers at the Cost Congress can be made as yet, but it is safe to say that some of the foremost men in the printing trade in Canada will deliver addresses on subjects of which they have made a special study. It is expected that several prominent United States printers will be present also, and will address the Congress. It is understood that one or more experts will be secured who will speak on "Scientific Management as Applied to the Printing Business." All printers desirous of increasing the efficiency of their plants should make a point of hearing this subject discussed.

The programme will be carefully worked out, the sessions of the Congress being divided into departments and the subjects for discussion allotted to their respective places on the time-table. An opportunity will be given for discussion after each address.

Features will be introduced at this Congress of particular interest to the small printer and his peculiar difficulties will be carefully considered. Those engaged in the bindery business, either exclusively or as a part of their business as printers may look forward with certainty to having a place on the programme set apart to the study of problems peculiar to that branch of the industry.

It cannot be too strongly emphasized that this coming

Would Elect Journalists by Vote of People

J. M. McEvoy, a London barrister, suggests that inasmuch as legislative bodies are practically ruled by expression of the press, it would be quite in order for all journalists who write on matters pertaining to public welfare to be elected by vote of the people.

Mr. McEvoy would like to see a law enacted to this effect, and it is said his suggestion is taken quite seriously in some quarters.

Cost Congress is in no sense local or provincial. It is to be a Congress of Canadian printers from coast to coast and all interested in the well-being and advancement of the trade in Canada should enter into it most heartily. The Toronto printers extended an invitation to the Canadian Cost Commission for Printers to meet in that city and upon the acceptance of the invitation appointed an Executive Committee and sub-committees to arrange and carry out the details. The membership of these committees is truly representative in every sense and the list of names given herewith should be a sufficient assurance of the success of the Cost Congress. The list of officers and members of committees follows:

Executive Committee: F. M. Kimbark, Chairman, Business Systems, Ltd.; H. L. Rous, Vice-Chairman, Rous & Mann, Ltd.; C. P. Cummings, R. G. McLean Co.; John M. Imrie, Canadian Press Association; Geo. M. Rose, Hunter-Rose Co., Ltd.; Douglas Murray, Murray Printing Co., Ltd.; F. M. Brown, College Press, Ltd.; F. N. W. Brown, Treasurer, Brown-Searle Co.; Daniel Baker, Secretary.

Finance Committee: H. L. Rous, Chairman, Rous & Mann, Ltd.; A. L. Lewis, Southam Press, Ltd.; C. James, Lyon & James, Ltd.; W. H. Brigden, Brigdens, Ltd.; F. Searle, Brown-Searle Co.; R. T. McLean, R. G. McLean Co.

Publicity Committee: C. P. Cummings, Chairman, R. G. McLean Co.; F. N. W. Brown, Brown-Searle Co.; J. G. Wilson, Saturday Night, Ltd.; M. M. Hart, S. R. Hart & Co.; F. S. Moore, Moore Bros. Printing Co.; E. S. Muggford, York Press.

Programme Committee: J. M. Imrie, Chairman, Canadian Press Association; A. L. Lewis, Southam Press, Ltd.; Atwell Fleming, Atwell Fleming Co.; E. J. Hathaway, Warwick Bros. & Rutter.

Entertainment, Reception and Registration Committee: Douglas Murray, Chairman, Murray Printing Co.; Atwell Fleming, Atwell Fleming Co.; A. Maccomb, Bryant Press, Ltd.; Geo. Fleming, Atwell Fleming Co.; A. R. Alloway, Printer and Publisher; F. Moss, Jackson, Moss & Co.

Committee on Transportation, Hotels and Miscellaneous: F. M. Brown, Chairman, College Press, Ltd.; Geo. T. Scheibe, Geo. T. Scheibe Co.; F. Hambly, Hambly Bros.; Gordon Fleming, Fleming Press.

Committee on Halls, Lunches and Banquet: Geo. M. Rose, Chairman, Hunter, Rose Co.; E. G. Smith, E. G. Smith Printing Co.; Noble Scott, Noble Scott, Ltd.; F. J. Mann, Rous & Mann, Ltd.; T. P. Thornton, Dudgeon & Thornton; R. T. McLean, R. G. McLean Co.; Jas. Miln, Miln & Bingham.

Dominion King's Printer is Dead

THE DEATH occurred at Ottawa on January 23 of Charles Henry Parmalee, King's Printer for Canada, after a prolonged period of ill-health.

The late Mr. Parmalee was born at Waterloo, Quebec, on June 1, 1855. Here he received his academic training and in 1875 became editor of the local paper, the *Advertiser*. Five years later he joined the staff of the *Herald*, of Montreal, as financial and commercial editor, which post he retained for three years. At the end of that time he again became identified with the *Advertiser*, of Waterloo, Que.

Mr. Parmalee was elected to the House of Commons in the election of 1896, and was re-elected in each of the three succeeding elections. He was for a time chairman of the joint committee on printing of Parliament and on February 1, 1909, received the appointment of King's Printer and Controller of Stationery, which position he held until the time of his

During his association with newspaper work, Mr. Parmalee was an active member of the Eastern Townships Press Association and for a time was its president.

Several names have been mentioned as possible successors to the office of King's Printer, among them that of Fred. Boardman, who has been Superintendent of Printing for the past three years. As one of the chief requirements of the office is a thorough technical knowledge of the business it seems probable that Mr. Boardman's name will be favorably considered. He is at present filling the vacancy.



The late C. H. Parmalee

Chronology of Canadian Dailies

The *Acadian Recorder*, Halifax, N.S., has completed the first lap on its second century of existence, having celebrated its 101st birthday on January 16.

The occasion gave rise to the question as to what Canadian daily newspaper has the greatest number of years to its credit. As is pretty generally known that distinction is held by Quebec *Chronicle*, which was founded in 1764, its first contemporary being Montreal *Gazette*, which made its initial appearance in 1778. Montreal *Herald* adds that the third place is held by itself, being now in its 103rd year. The *Herald* places *Acadian Recorder* fourth on the list, or in other words, the oldest daily in Canada, outside the Province of Quebec.

In the opinion of Kingston *Standard*, the chronology of Montreal *Herald* is at fault, as it claims that its own age gives it precedence over both that paper and Halifax *Acadian Recorder*, having been established in 1810.

The correct order, therefore, would seem to be as follows:

1. Quebec *Chronicle*, 1764, 150 years.
2. Montreal *Gazette*, 1778, 136 years.
3. Kingston *Standard*, 1810, 104 years.
4. Montreal *Herald*, 1811, 103 years.
5. Halifax *Acadian Recorder*, 1813, 101 years.

What daily paper holds sixth place?

Record of Advertising in Weeklies

SEVERAL publishers of weeklies have complied with the request contained in the last issue of *Printer and Publisher*, for statistics concerning the amount of advertising carried during 1913. As was explained in the item referred to the publication of this data was not intended to arouse antagonism, but merely to record in a comparative form the progress that is being made by the small town weeklies. The information secured would have been of much greater value if more papers had responded. But the idea has been started and no doubt when the request is made at the end of the present year a larger number of publishers will comply. The following are the particulars received up to time of going to press:

Western Star, Curling, Nfld. Total for year 14,300 inches; average of 275 inches per issue. 27 per cent. foreign business and balance of 73 per cent. local. Size of paper 7 col. folio, 4 pages, all home print. Pop. of Curling 2,000.

Journal, St. Mary's, Ont. Total for year, 46,970 inches, average of 900 inches per issue. Size of paper, 8 to 10 pages, 8 cols. All home print. Pop. of St. Mary's, 3,700.

Enterprise, Yorkton, Sask. Total for year, 38,220 inches; average of 735 inches per issue. Size of paper, 8 pages of 7 cols., all home print. Pop. of Yorkton, 4,500.

Star, Waterford, Ont. Total for year, 24,700 inches; average of 475 inches per issue. Size of paper, 8 pages of 8 cols., 4 home print and 4 ready-print. Population of Waterford, 1,200.

Witness, Perdue, Sask. Average of 14 to 18 cols. per issue. Size of paper, 8 pages of 6 cols., 4 home print and 4 ready-print. Population of Perdue, 300.



Canada Excepted

WE ARE IN receipt of a copy of a very creditable special number of the Cambria *Leader*, "the pioneer of the Welsh daily press." The number consists of 44 pages and the publishers claim it is the "largest newspaper ever sold in the history of the world for one-half penny." Surely they could not have taken into consideration the special numbers or for that matter the regular Saturday editions published in Canadian cities. The latter not infrequently run as high as 48 pages, while special numbers have been issued on several occasions, principally in Western Canadian cities, that are double or even treble the size of the special industrial number of the pioneer Welsh daily. Although the price of the big Canadian issues is not always as low as one cent, it is generally the same as the price charged for the regular editions and five cents in Western Canada should compare favorably with one cent in Wales. Perhaps the publishers of some of these big Canadian specials will wish to send a copy to the Cambria *Leader*, Swansea, Wales, so that its editors will not make a similar error in the future.



Toronto Press Club Elections

The annual meeting of Toronto Press Club was held in the Club's new permanent quarters on the evening of January 22. The attendance was small and those present decided to commence at once an aggressive campaign with a view to increasing the membership and reviving interest in the Club's doings.

The election resulted: Clarke E. Locke, *World*, president; John A. MacLaren, *Saturday Night*, vice-president; Arthur Lowe, *Telegram*, second vice-president; Guy E. Morton, *Star*, treasurer; William Wallace, *Star*, secretary; Andrew D. Clarke, *Globe*, and Robert K. Mearns, *Star*, auditors. G. B. van Blaricom, Acton Publishing Co., was appointed executive member for the periodical press, and the daily newspaper representatives are to be elected from the several offices.

Who's Who in Canadian Weekly Journalism

By W. A. Craick.

XXV.—W. A. Fry, *The Chronicle*, Dunnville, Ont.

THE prosperous little town of Dunnville on the Grand River, four miles up from Lake Erie, is wont to consider the editor of the *Chronicle* as one of its most valuable assets. Those to whom the round and cheerful countenance of the new chairman of the Weekly Section of the C.P.A. is familiar, will understand one reason at least for this opinion. He is a man whose personality radiates good nature and optimism with contagious effect, in consequence whereof his services have been much sought after and his fund of enthusiasm frequently drawn upon by his fellow-townsmen.

The story of how Mr. Fry got started in the newspaper business, might if properly dressed up, make quite a good opening for a novel. He was born in Dunnville forty-two years ago. After getting a bit of schooling he was given a job at a dollar a week and his board in a local grocery store. Those were the days before delivery wagons came into vogue and the grocer's boy had to convey the parcels of tea, sugar, flour, etc., purchased at the store to customers' houses in a wheelbarrow.

One day, the wheelbarrow being particularly heavy and the weather uncomfortably warm, the primitive delivery outfit took a rest in the shade of the *Gazette* office. The proprietor of the *Gazette* was also resting at the time and fell into conversation with the boy. He gleaned the information that young Fry would not object to changing his form of occupation, if his wages were doubled. An offer was made and promptly accepted and the grocer's lad was soon being initiated into all the mysteries of a printing office at \$2 a week.

Meanwhile, during the time that this main plot in Mr. Fry's life-story was being worked out, an interesting little secondary plot was being developed. The boy had an ear for music and very early in life was attracted by the charms of the local brass band. From following it around in open-mouthed wonder, he took to experimenting with various instruments and presently discovered to his delight that he could make a very creditable noise with a cornet. It did not take him long to master this particular instrument and he was soon capable of taking his place in the band itself.

When the youth had completed his apprenticeship in the *Gazette* office, there being no vacancy for a journeyman in Dunnville, he advertised for a job elsewhere, pointing out that he could not only stick type efficiently but was prepared to contribute a sturdy volume of sound to any local band that coveted his services. The replies received were each weighed and considered. It was the town of Ingersoll that drew the prize and it was in the office of the Ingersoll *Chronicle* that he was given a position. Concurrently he was placed in the front rank of the new A.O.F. Band of which he soon became a valued member.

Thus it was that fate made him a printer and a cornet took him to Ingersoll.

Mr. Fry spent five years of his life in the Cheese Town. He then, with the printer's love for a change, threw up his job and crossed the border to Buffalo, where he got employment on the *National Oddfellow*. Buffalo being not many miles distant from Dunnville and the young printer having lost none of his fondness for his native place, he was accustomed to pay frequent visits to his home town. On one of these visits, his friends, knowing that he wanted to marry, persuaded him that he ought to get hold of a paper of his own and join the capitalist class. The idea took root and presently began to sprout, with the result that he started to look around for a likely purchase.

At first he intended to buy a paper in some other town than Dunnville, but being green at the business and believing that he would likely do better where he was known, he decided to make an offer for one of the local newspapers. His offer was not accepted, nor would the opposition paper sell out, when it was approached. All he could do, if he was desirous of going into the newspaper business in Dunnville, was to start a brand-new paper of his own. In the face of much opposition and with seemingly little prospect of success he launched a third paper in this town of but three thousand inhabitants in September, 1896. He had plenty of optimism behind him and he had also taken the precaution of getting married just before the first number of the *Chronicle* appeared, a step which was calculated to induce plenty of hard work.

The Dunnville *Chronicle* was built up on the precarious foundation afforded by a small job office, which Mr. Fry bought out for \$800. This shop contained a few job fonts and a Gordon press. He supplemented the equipment with a Washington hand press and a body dress for the paper and set to work to get out his first issue. There had been no honeymoon for the young couple and the early days of their married life were spent in the arduous work of arranging for the publication of the *Chronicle*.

That Mr. Fry has succeeded in his newspaper enterprise, to the extent of beating out both of his contemporaries in circulation and advertising patronage and that in a constituency two to one against him politically, is evidence of his ability as a newspaperman. A few of his recipes for running a weekly paper may prove of interest to his fellow publishers. First of all he gives credit to the sunny smile and the glad hand which in his case are certainly sincere. Around Dunnville everyone knows "Bill" Fry and believes in his genuine friendliness and good nature. He has a cheery word for passers-by, a joke for this man and a story for that, and they all reciprocate his good feelings by subscribing to the *Chronicle*.



Mr. Fry on the verandah of Dunnville Lawn Bowling Clubhouse.

In the next place, this newspaper publisher is always ready to help out any cause or undertaking which he thinks he can benefit. A few years ago he accepted the secretaryship of the Dunnville Fair and has put it on a popular and useful basis. When the boys wanted a manager for their baseball club, they asked him to undertake the work and he cheerfully agreed. When Dunnville bought out the opera house and needed some capable person to manage it, "Bill" Fry was the man for the job. Old boys' reunions, two of them, were planned by the citizens, and again the editor of the *Chronicle* undertook the bulk of the work as secretary. He manages the Trotting Club and looks after the Hockey Club, serves on the Board of Education and helps to manage the Public Library. The choir of the Anglican Church being in need of vocal improvement, he willingly contributed his share and in the case of the dramatic club he was long a valued supporter. It all totals up and each bit of work counts in influence among the people of the community.

A third reason for Mr. Fry's success is to be found in his steady attention to business. In the eighteen years that he has been publishing the *Chronicle*, he has not taken a single lengthy holiday. He is his own foreman, directs his men, writes the news, makes up the pages and reads his own proofs. When necessary, he tucks in and sets type or runs a press. Possibly in a larger business such attention to detail would be an economic waste, but in a small business like that of the *Chronicle*, it means the difference between comparatively small and comparatively large earnings.

Mr. Fry is a thorough believer in the advantages of clubbing and cannot understand why some publishers are opposed to such an arrangement. To his mind the local weekly will always be indispensable. At the same time the reading habit needs cultivation and, if taking a city daily will attract people to read, then they will have to get the local paper to get the news of the district. The large circulation which the *Chronicle* enjoys is due to a considerable extent to this custom, since many subscribers never read newspapers before they subscribed to it.

The *Chronicle*, however, never offers premiums. The publisher's policy has been to invest all he could in bettering his paper. A few years ago he put in a linotype, his being the third weekly in Ontario to use such a machine, and changed his Washington press for a two-revolution Campbell press. He also added a Mentges folder and changed his paper into an all-home print.

Though Mr. Fry's interests are so numerous and varied and the work of running a printing office takes a lot of his time, he still, has some room for recreation. He owns an automobile which enables him to live during the summer at a cottage on Lake Erie, going to and from his office night and morning. He enjoys lawn bowling and gets in a game frequently. Though he no longer plays the cornet he is as fond of good band music as ever and in his capacity as secretary of the Fair has been responsible for giving the citizens some fine musical treats. Altogether he leads an active life but retains through it all the cheerful smile and friendly word that are so characteristic of him.



C.P.A. Collection Department Ready for Business

AN IMPORTANT expansion of the activities of Canadian Press Association, which has been in prospect for some time, was made effective on January 26, with the inauguration on that date of a completely equipped collection department. Since April, 1913, the collection of claims for advertising has been handled to a small extent by the Secretary of the Association, John M. Imrie, and with the inadequate machinery at his disposal collection has been made of 63 claims of 134 filed for collection, only 100 of which, however, were probably collectable. The demands made upon the Association and the successful manner in which a large number of the claims filed for collection have been handled, would indicate that the operation of a regular department for the handling of this work will be greatly welcomed by the members.

For some time past the Secretary has been making a study of methods and systems of records in use by other collection agencies, and the somewhat elaborate system that has now been installed by Canadian Press Association is the result of a most thorough investigation and embodies many excellent features gleaned from various sources. Provisions have been made for the taking of legal action in cases where claims cannot be collected in any other way, and some idea of the extent of the system involved can be grasped from the fact that connections have been established with responsible attorneys in all cities in Canada and United States in which general advertising originates in any considerable volume.

Complete instructions as to the proper method for the filing of claims with the Collection Department are given in the Association's Bulletin to members under date of January 22. The instructions contained therein should be closely adhered to, especially in matters which, if not properly attended to, might give rise to legal technicalities

affecting the Association's right to enforce collection. The scale of charges for the special services rendered to individual members by the Collection Department is the same as that used by the American Newspaper Publishers' Association, and is published in full in the Bulletin referred to.



Application Filed for C.P.A. Incorporation

THE FORMAL application was filed on January 7 for the incorporation of Canadian Press Association. Because of the fact that no share capital is provided for a special Act of Parliament is necessary and this has been promised.

The incorporation will mean that the C.P.A. will be given the legal status necessary for certain purposes. It will be especially valuable in the case of the recently inaugurated collection department as it will enable the C.P.A. to bring suit against delinquent debtors when it seems likely that collection of an account can only be effected in that way.



New Daily Proposed For St. Catharines

IT IS STATED on good authority that Conservative interests have about completed arrangements for the establishment of a new daily at St. Catharines. It is understood that the paper representing the political party in question has gotten in wrong with some of the prime movers in the district, with the result that the project for the publication of a new organ has been started. No announcement has been made as yet as to the management of the new venture.



"None are so blind as he who will not see." Cost knowledge will open your eyes and make real profits grow where deficits abounded.

A PAGE FOR APPRENTICES

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

Part 6.—Proportion and Balance.

PROPORTION: The comparative or symmetrical relation of one thing to another.

BALANCE: To make two unequal parts appear equal—i.e., to bring to a state of equality.

AN EYE FOR correct proportion and balance is a great incentive to the production of good job work; many jobs, otherwise of a high-class order, being ranked as very ordinary pieces of composition owing to the inability of the workmen to correctly gauge or balance two groups or panels of unequal measure or area. As a painter or sculptor, by the aid of the art of perspective is enabled to represent objects as they appear to the vision on a plane surface, so can the compositor by judicious use of the science of proportion give that finished touch to the most simple piece of typography so delightful to the eye.

PROPORTIONATE SHAPE OF PAGES.

The proportionate shape of pages is recognized to be correct when in the ratio of two to three (for instance: 6 in. x 9 in. as the standard octavo catalogue page), but in job specimens the principles of design and the use to which the work is to be put is a great factor in choosing the desired page form. Note the long panel-shaped form of railway guides and all literature intended for the use or perusal of travellers, tourists, etc. Convenience and usefulness must always be taken into consideration.

Until a few years ago it seemed to be an unwritten and generally accepted law that the proportion of design should be concurrent with the above, but this has been revised by some of the most learned exponents of the printing art and typographical designers so that the correct proportion is now recognized as five to three (see accompanying illustrations). Figure A, by reason of its

rigid equality is an uninteresting method of dividing a page; figure B holds no pretence whatever of being effective as the top panel is out of all proportion, and is thereby overwhelmed by the greater area of the bottom; while in figure C we have an illustration of a page proportionate according to the lines laid out (five to three). The result is altogether more pleasing and effective. In an astonishing degree the text of the matter in the majority of cases will be found to conform to this proportion much better than any other adaptation.

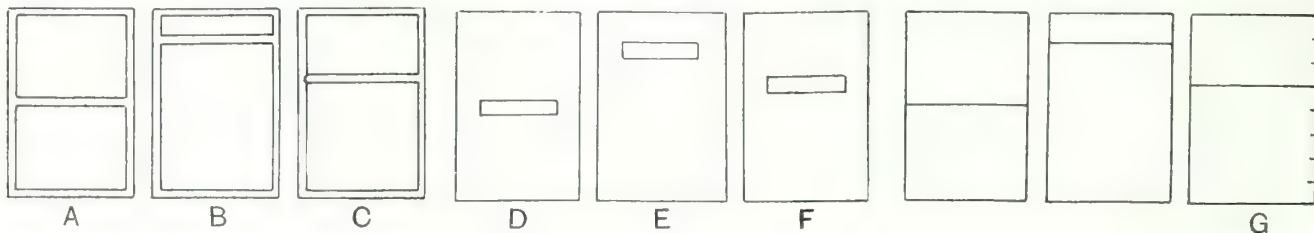
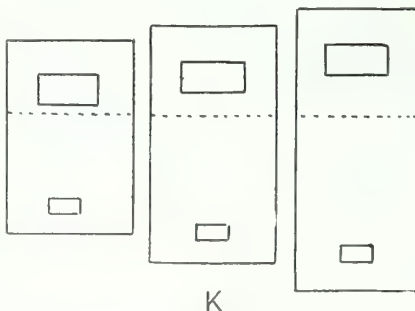
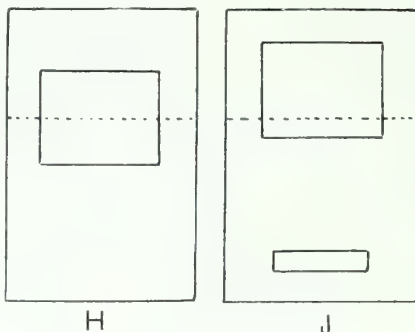
Figures D, E and F show the same rule applied where the design consists simply of a single line of type. In laying out the page it is advisable to divide it into eight equal parts (see Figure G), and by drawing a line directly across the page or border at the third juncture the divisional line for the proportion of five to three will be at once apparent.

Figure H shows one group of type or panel placed in the correct position according to the same idea.

If there are more than one group of type the upper portion must needs be placed higher in proportion accordingly, relative to the size of the bottom group (Figure J), the length and shape of the page governing to a large extent the approximate addition which it is advisable to make for this variance (see Figure K.)

MARGINAL PROPORTION.

There is no standard gauge as to the proportion of margins allowed for job work—the matter at hand and the style of display conformed to being responsible in a large degree for the measures adopted in printed forms. In bookwork, however, general rules to some extent are more or less in vogue, the most pleasing results being gained by making the margins at the fore-edge and foot of the page wider than at the back and head. This custom has been handed down through centuries

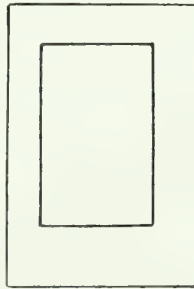


from the time when all papers were hand-made. The edges of the paper being very irregular, the printer had to make provision for the trimming of large offcuts by the bookbinder. Even so, the rules for bookwork must not be confused. Shape of the page, size of type used, and the manner in which the pages are whited out have a great bearing on the correct make-up of the book page.

A large size book demands ample margins, and vice-versa.

A page set solid requires less margins than a similar page set in the same size type leaded; a page of six-point type in an octavo edition looks well with less margin than a page of ten-point printed on the same size stock would call for; and a page of twelve-point for a quarto book would require a more substantial marginal space than the same size type on an octavo page.

As a common rule bookwork is given about one inch, and smaller works—brochures, etc.—approximately one-half inch; ordinary rectangular shapes requiring more than the long panel-shaped page.



L

Figure L gives an approximate idea of margins required for bookwork and the relative distances of back, fore-edge, head and foot.

A FEW EXPLANATORY MEASURES.

Below are appended a few measures that will be found useful in every-day commercial work.

Call Cards: Gents' ($3 \times 1\frac{1}{2}$) 16 ems; Misses' ($3\frac{1}{4} \times 2 \frac{5}{16}$) 18 ems; Albert ($3 \frac{7}{16} \times 2 \frac{5}{8}$) 19 ems; Ladies' ($3 \frac{5}{8} \times 2 \frac{3}{8}$) 20 ems. Cards, Tickets, Tags, etc., a margin of $1\frac{1}{2}$ ems.

Envelope Corners: 10 or 15 ems. (This measure is to facilitate lock-up, labor-saving furniture being usually cut to multiples of five in the shorter lengths.)

Noteheads: ($5\frac{1}{2} \times 8\frac{1}{2}$) 28 ems; Letterheads ($8\frac{1}{2} \times 11$) 45 ems; Statements ($5\frac{1}{2} \times 8\frac{1}{2}$) 28 ems.

Billheads and Invoices: 8vo ($8\frac{1}{2} \times 5\frac{1}{2}$); 6mo ($8\frac{1}{2} \times 7\frac{1}{4}$); 4to ($8\frac{1}{2} \times 11$); Cap Folio ($8\frac{1}{2} \times 14$); all 45 ems. The various sizes of Billheads in general use are all $8\frac{1}{2}$ inches in width (large post 4to), the difference being in the length of ruling, hence the same measure for the whole series. It is usual to use, prior to the name of firm, the words "Dr. to," "Bought of," or "To.....Dr." for Billheads; and for Statements "In A/c with."



Medicine Hat Typographers Get Wage Increase

Details of New Agreement

FOLLOWING negotiations which have been conducted amicably for some time, the employing printers of Medicine Hat, Alta., and the Typographical Union have agreed upon an upward revision of the scale of wages and a working agreement which contains many provisions of interest. The new scale and agreement replaces the one which expired on December 31, 1913, and it is to remain in force until October 31, 1915.

The net gain for the Union consists in a reduction of the night working hours from 8 to $7\frac{1}{2}$, and the inauguration of a uniform scale for both hand and machine compositors. This necessitated an increase of \$4.00 per week for the former and \$1.00 for the latter. The night rate has been placed at 33 1-3 cents per night higher than the day scale, instead of \$1.00 per week over as formerly. The increase for foremen amounts to \$5.50 per week. The new scale is drawn up on a per diem basis. The details follow:—

For day work of eight hours, both news and job, floor-men, etc., receive the equivalent of \$25 a week; machine operators \$25; machinist-operators 50 cents per machine taken care of per day over scale of operators; proof-readers \$25; foremen \$29.50.

For night work of seven and one-half hours the figures are 33 1-3 cents per night above day scale throughout.

Offices having more than one linotype must employ machinist-operator, and five machines call for a machinist.

Time and one-half is paid for overtime up to four hours—after that, double time. Lunch-hour work is paid at over-time rates. Employees are to receive wages weekly in cash. Holiday work is at time-and-one-half rate, with double time for Sunday, Christmas or Labor Day. Journeymen called to work outside of hours, receive \$1 extra for call and overtime pay, if call is made 30 minutes or more after journeyman has concluded his regular shift.

Foremen have full control of employment and discharge of journeymen.

Employers shall furnish chairmen of chapels with statement of wages paid employees during the month.

A clause is incorporated that the Union has authority to have experts examine sanitary and ventilation conditions of offices, and employers agree to make improvements according to the findings of the authorities after report of expert has been passed on.

One apprentice is allowed to every five journeymen. They must be fifteen years of age and have proper qualifications. Apprentices receive \$1 per day on registering. By graduated scale, they receive three-quarters of the journeyman's scale at the end of the fourth year. Five years must be served.

Machine learners start at \$1.66 2-3 per day, with gradual raise till thirteen-week term has been put in. Competency is established at 4,000 ems nonpareil.



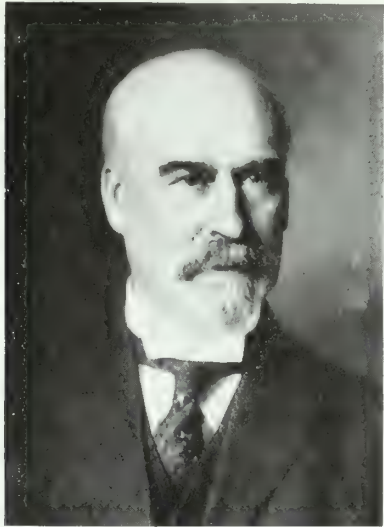
Binders For C.P.A Bulletins

MEMBERS of Canadian Press Association that are desirous of preserving for future reference the information contained in the Association's bulletins will welcome the announcement that suitable binders for filing the bulletins may now be obtained at small cost upon application to the Association's headquarters, Lumsden Building, Toronto. The binders are stamped in gold leaf with the words: "Bulletins of Canadian Press Association." All bulletins are punched before being sent out and are therefore ready to be placed on the binder as soon as received.

The use of these binders will serve the double purpose of enabling the members to use the bulletins to the fullest extent, and at the same time provide a compact file for them which will aid in preserving the necessary privacy attached to them.

Newspapermen Elected to Municipal Offices

IT SHOULD be a source of much satisfaction to newspapermen generally to note the uniform approval shown by the public toward the candidatures for civic offices of men of their profession. The results of recent elections indicate that the voters appreciate the fact that newspaper work admirably qualifies a man for public service. The very



H. C. Hocken, Publisher of *Orange Sentinel*, Mayor of Toronto.

nature of his occupation demands that he should be broad-minded and tolerant and at the same time be possessed of shrewdness and tact to an unusual degree. Their business interests also, are such that the progress and well-being of the community at large is symbolical with their own personal success in a particular way. The qualifications possessed by newspapermen place a responsibility upon them to offer themselves as candidates for civic offices and it is, therefore, gratifying that an increasing number of them are taking this view of the matter at each succeeding election. In Toronto, Mayor Hocken, who has been re-elected to serve a second term, is a typical example of a man who has worked his way up from printer's devil to proprietor, and now, after having proven his ability as a journalist, he holds the highest office which the citizens of Toronto can offer him. James Simpson, the well-known labor leader, who has been on the staff of *Toronto Star* for many years, was elected to a controllership at the head of the poll, at the same election.

The list which follows cannot claim to be a complete one but includes the names of a few of the newspapermen who were elected recently to municipal offices:

H. C. Hocken, *Orange Sentinel*, Toronto, re-elected mayor.

A. E. Stephenson, *Speaker*, New Liskeard, elected mayor by acclamation.

William Elliot, *Recorder*, Mitchell, Ont., re-elected mayor.

H. J. Pettipiece, *Free Press*, Forest, Ont., elected mayor.

James Simpson, *Star*, Toronto, elected controller by largest vote ever polled for that office.

W. B. Burgoyne, *Standard*, St. Catharines, re-elected alderman.

Wm. Findlay, *Free Press*, Ottawa, elected alderman.

Is Ottawa to Have a New Morning Daily?

THE REPORT is current in several quarters that a movement is on foot to establish a new morning newspaper in Ottawa. In a special despatch from Ottawa published recently, the Montreal *Sunday Herald* intimated that the new venture would materialize shortly and gave as a reason for its establishment the fact that some members of the Conservative party were dissatisfied with the present representation of their political interests in the Capital City. The *Herald* item said further that the new paper would be issued from the Ottawa *Journal* presses, but that paper states that no arrangement of this sort has been entered into as yet. The *Ottawa Journal* said, however, that several local men interviewed confirmed the story that a new paper is being organized.

New Building of The Leader, Eganville, Ont.

THE HALF million dollar fire which visited Eganville, Ont., over two years ago, completely destroyed the premises and plant of the Eganville *Leader*, and made the creation of a new home for the paper absolutely necessary. The circumstances, unfortunate though they were, gave the wide-awake proprietor, P. McHugh, an opportunity to put into effect some the ideas which he had formed as to the requisites of a properly constructed home for a country weekly.

The new building has a frontage of 20 feet and a depth of 60 feet and consists of two storeys, with basement 18 x 20. The front of the building contains 300 square feet of plate glass, giving excellent light and presenting



James Simpson, elected to Board of Control, Toronto.

a fine appearance. The first storey has a height of 13 feet, and the walls and ceiling are of pure white, thus conserving and reflecting the light.

The newspaper press rests on a solid foundation of concrete, with spacious "pit" between the piers. A gasoline engine supplies the motive power.

The entire cost of the Eganville *Leader's* new building will be in the neighborhood of \$2,000.

Reform from Within or Without--Which?

Postal Legislation to Compel Publication of Circulation Figures or Special Bureau of Certification? — Many Views Expressed

Second Article on "Circulation in its Relation to Advertising."

THE TWO questions discussed in this second article of the series of three on the general topic of "Circulation in its Relation to Advertising," are closely related to the three questions which were discussed in the first article, which appeared in the January issue of *Printer and Publisher*, and this fact should be borne in mind in reading this month's instalment.

TWO PERTINENT QUESTIONS.

The questions are as follows:

4. Would you favor the enactment of postal legislation in Canada similar to the United States postal law, compelling publication semi-annually of the average circulation to the preceding six months?

5. Or would you be in favor of the establishment of a central bureau operated under the supervision of advertising and circulation men to conduct investigation and certification of circulation statements, thus eliminating to some extent the necessity of action being taken by the Government?

Those who are not familiar with the U. S. postal law referred to in question 4 will obtain a good idea of its purport and method of operation by looking up the article on the subject published in the July, 1913, issue of *Printer and Publisher*.

It is not easy to summarize the opinions expressed in answer to these two pertinent questions. Not only is there a great diversity of views, but it will be noted that they are expressed in many cases in a very positive manner. In summing up the replies received the following is a fairly complete list of the opposing views expressed, and which may be expected to be voiced in any representative discussion of the same subject.

ANALYSIS OF OPINIONS RECEIVED.

1. In reply to question 4. "NO"—Because: (a) The Government have no right to interfere; (b) It should not be obligatory to make circulation figures public, since they are of interest to advertisers only.

2. In reply to question 4. "YES"—Because: (a) The law has worked out well in the United States; (b) It would be "complete and final"; (c) The fear of punishment would frighten liars into making correct statements.

3. In answer to question 5. "NO"—Because: (a) It could not be made general; (b) The expense would be prohibitive.

4. In answer to question 5. "YES"—Because: (a) It would serve as a detailed check upon a Postal Law, and both should be advocated; (b) It could be conducted under the direct supervision of newspaper men, who would be the best investigators to get to the bottom of all false statements; (c) It could and should be introduced and operated by the Canadian Press Association.

C. P. A. SHOULD PUBLISH DIRECTORY.

An important question was raised in the discussion in the first article of this series*, by Hal. B. Donly, proprietor of the *Simcoe Reformer*, and president of the Canadian Press Association, in advocating the publication by the C. P. A. of an authorized newspaper directory, which could be made complete and accurate. In this article it will be noted that John Law, *Tillsonburg Observer*, strong-

ly favors the proposal, and believes the ratings given therein should be restricted to cover only those papers which can submit proof of their circulation statements.

A large number of answers were received, giving merely a negative or affirmative reply to one or the other question. These opinions are not itemized, but it might be said in general that the negative and affirmative answers

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,
of Evening Telegram published daily
at Toronto (Name of publication)
required by the Act of August 24, 1912.
(Place of publication)
Note.—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Circulation), Washington, D. C., and retain the other in the files of the post office.
NAME OF— POST-OFFICE ADDRESS.
Editor, John R. Robinson Toronto
Managing Editor, Richard Holmes Toronto
Business Manager, Gloss Robertson Toronto
Publisher, Gloss Robertson Toronto
Owner: (If a corporation give names and addresses of stockholders holding 1 per cent or more of total amount of stock)
Gloss Robertson - Toronto
Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities
none
(If additional space is needed, a sheet of paper may be attached to this form.)
Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of the statement (This information is required from daily newspapers only) 73,209.
Richard Holmes
Business Manager
31st December 1913
R. A. Parmenter
A. J. Barry Public
Form 350 1-500 (Any commission expire — (1913))

The above form must be filled out by every U. S. newspaper before getting mailing privileges.

were fairly evenly divided, some favoring one method and some another, whilst others considered that either or both would be desirable. Most of the more extended replies are given herewith, and constitute the remainder of this month's article.

ANSWERS TO QUESTION 4.

R. M. Glover, *Essex*, Peterboro': Yes, if nothing better could be arranged.

British Whig, Kingston: No. The less Government interference and control the better.

Lapsitor, Bradford: Yes we would favor any measure which would ensure the publication of reliable circulation statements.

J. T. Hawke, *Transcript*, Moncton, N.B.: No. If the affidavit fails to get a truthful statement the enactment of legislation would also fail.

Manitoba Free Press, Winnipeg: We have no objection now to furnishing the Government semi-annually with a detailed statement of our circulation, and therefore we have no objection to the Government enacting regulations demanding it.

W. Garland Foster, *News*, Nelson, B.C.: This should be optional, but, I think it would be a good idea to have deposited with the Government every six months a properly attested circulation statement of each publication using the mails, a certified copy

of such statement to be retained by each paper for what use it might choose to make of it.

Charles Fee, mgr., Promotion Dept., *La Presse*, Montreal: This law has worked well in the States and has resulted in reducing the claims of many papers which were in the habit of swearing to false figures. Auditors, unless thoroughly competent, are easily fooled, but very few publishers will risk fooling with the law if the penalty is heavy enough.

O. L. Spencer, advertising mgr., *Herald*, Calgary: I would consider that the idea in your Question No. 4 would leave absolutely no loop-hole for question and would be complete and final. When the Canadian Government takes a hand in a proposition like this there is no possible come-back, and it would show up a lot of incorrect figures which are going through now. I also think that in all probability, with the discussion that is now going on over second-class mail matter, that the Government will take a hand, whether we consider it advisable or not, for their own information.

R. S. Pelton, *News*, Iroquois, Ont.: Decidedly not.

W. J. Watson, *Vindicator*, Oshawa, Ont.: Yes; if it could be effected.

John Law, *Observer*, Tillsonburg, Ont.: No. This does not appear to be the Government's business.

David Williams, *Bulletin*, Collingwood, Ont.: No. Can't see it but as an interference with private affairs.

Lorne A. Eedy, *Journal*, St. Mary's, Ont.: No. The newspapers, possibly the C.P.A., should be able to handle this proposition.

W. E. Smallfield, *Mercury*, Renfrew, Ont.: Have always thought that a bit paternal, almost harsh; but have no personal objection.

Chas. F. Stone, *Expositor*, Perth, Ont.: With dailies it would be all right, but with weeklies the lists vary so slightly it would hardly be worth while.

John H. Thompson, *Post*, Thorold, Ont.: Do not see why it should be objected to by honest men, but is it not in the direction of official censorship which is not to be encouraged?

Louis J. Ball, *News*, Vernon, B.C.: I do not think this should be expected, as the general public are not particularly entitled to this information any more than any other business man is called on to advertise the amount of business he has done for any particular time. This information should be limited to the parties who are directly concerned in such information, and the information should be confidential. This should be left to the publisher's pleasure, and publication should not be an obligation.

F. S. Jawfs, managing editor, *Farm and Ranch Review*, Calgary: No. Such statements would be no more reliable than the "paid sworn" statements we get now.

ANSWERS TO QUESTION 5.

R. M. Glover, *Examiner*, Peterboro': Would prefer this to No. 4.

C. J. Powell, *Intelligencer*, Belleville: Both No. 4 and No. 5 clauses are good.

W. E. Smallfield, *Mercury*, Renfrew, Ont.: On the whole prefer that to the Government action.

D. Smith, *Times-Journal*, Fort William: This would be the most sure and satisfactory way of handling.

W. J. Darby, circulation mgr., *Mail and Empire*, Toronto: Seems unnecessary if properly audited and sworn statements are furnished in detail of the ACTUAL NET circulation.

W. Templeman, Mgr., *Times*, Victoria: Would not object to this, which is probably the better plan. Any publication, however, would and should have the right to refuse inspection.

W. Garland Foster, *News*, Nelson, B.C.: I believe this would be better, but would suggest that such a bureau, if established, be conducted under the auspices of the Canadian Press Association.

W. C. R. Harris, business manager, *Star*, Toronto: We should be able to run a newspaper consistently and truthfully without ourselves or anybody else asking the Government to step in and make us.

Expositor, Brantford: There is no reason why a central bureau should not be established in addition to the above. It could investigate more thoroughly, not only the actual circulation, but its distribution as well.

H. B. Muir, mgr. foreign advertising, *Free Press*, London: I believe in a bureau which would operate systematically, verifying circulation books throughout Canada, especially when a publication wants to change advertising rates.

Louis J. Ball, *News*, Vernon, B.C.: This might be a good plan if it can be so done as to be fair and just to all concerned, and so long as the information is treated as confidential so far as the public is concerned, and is given only to those who are entitled to it.

Charles Fee, mgr. Promotion Dept., *La Presse*, Montreal: A bureau of this nature is all right, but it must have the law behind it. Why not have competent men of this kind to audit the figures and report to the Government, and then see that the latter deals properly with the matter in reference to the penalty. Unless it is made necessary *by law*, many publishers will refuse auditors permission to examine their books.

Manitoba Free Press, Winnipeg: The folks one would think who would thoroughly investigate the measure, quality and intrinsic value of the goods they buy, before coming across with their good money, are the buyers themselves. Should not the buyers of advertising space be consulted, therefore, as to the manner in which an investigation, such as you propose, be conducted? If you can succeed in enlisting the real active co-operation of the local advertisers, especially the departmental stores, and the big general advertisers in a proposition to investigate circulation and measure circulation values, you will not only have solved this problem, but you will have performed a real service to advertisers generally and to honest newspaper publishers particularly.

W. J. Watson, *Vindicator*, Oshawa, Ont.: Yes, if No. 4 cannot be secured.

Lee Bronson, *News*, Craik, Sask.: Would not this entail too much expense for the small country papers?

S. T. Willoughby, *Enterprise*, Yorkton, Sask.: No. The Canadian Press Association would handle the question better.

A. R. Coffin, *News*, Truro, N.S.: The Canadian Press Association can do all that is necessary. No more organizations are needed.

Arthur W. Roebuck, *Herald*, New Liskeard, Ont.: Yes, if not compulsory, and if the central bureau had a standing sufficient to make dishonesty or question of its accuracy out of the question.

Lorne A. Eedy, *Journal*, St. Mary's, Ont.: Your suggestion regarding a central bureau, is, in my opinion, a good one. It might be handled through the Canadian Press Association. The Press Association having inspected the books of a publisher might place the stamp of approval on that publisher's circulation statement, guarantee the accuracy of that statement, thereby placing that publication in a preferred position among newspapers. I believe that most publishers would soon want to get on this approved list.

John Law, *Observer*, Tillsonburg, Ont.: I would have the Canadian Press Association publish a newspaper directory in which a rating would be given only to the papers that furnished satisfactory proof of the number of copies going out regularly in a period of three or six months. The advertisers would form fairly correct opinions of the quality of the papers that had no ratings. Every paper that received a rating might pay a fee towards the cost of publication. The books could be sold for sufficient to pay the remainder of the expense.

W. G. Rook, *Canadian Ladies' Home Journal*, Toronto: To my mind this does not seem practical.

James Dale, *Christian Guardian*, Toronto: This would do if honestly conducted and proper time given to consider the circulation. It would, however, take a long time and cost a good deal to do it effectively.

F. S. Jawfs, managing editor, *Farm and Ranch Review*, Calgary: No, such an organization would have no authority to examine records of non-members and those who were not honest would not become members and you could not say they were consequently dishonest.

J. L. Middleton, circulation manager, *Grain Growers' Guide*, Winnipeg: In connection with official examinations, the only men, in my opinion, who are in a position to examine the circulation records of a publication with any degree of proficiency are the newspapermen themselves, because they know the tricks of the fakir. The subscription records of every paper in the Dominion ought to be standardized so that official examiners could be appointed to check same, say, once every six months. I would be in favor of appointing circulation experts who have a complete knowledge of accounting to do this work.

Editor's Note: The concluding article of this series on the subject of "Circulation in Its Relation to Advertising," will appear in the March issue, and will deal with "Quality and Location of Subscribers."

Just before going to press, word was received to the effect that the County of Simcoe Press Association will meet at Barrie on Thursday, January 29, the meeting commencing at 1.30 p.m. All publishers interested are urged to attend.

Encouraging News from Canadian Ad Clubs

H. N. Casson and Dr. Wiley Deliver Addresses at Toronto Club—Edmonton Membership Campaign Successful—Many Will Attend Big Convention

HERBERT N. CASSON ADDRESSED TORONTO AND HAMILTON AD CLUBS.

Herbert N. Casson was a much appreciated speaker at Toronto Ad Club on January 6 and at Hamilton Ad Club on January 28.



H. N. CASSON

Who addressed Toronto and Hamilton Ad. Clubs

An unusually large attendance of members and friends listened to the address.

In addressing the former organization on the subject of "How to Sell Toronto," Mr. Casson stated very emphatically that the City of Toronto should do something more than it is doing at present to advertise itself. Speaking of the big Ad Convention which is to meet in Toronto next June Mr. Casson said: "Every city in the United States will look forward to it, and you did well to land it." Another good point brought out in his address before the Toronto Ad Club was that advertising makes goods lower to the consumer and consequently is directly responsible for reducing the cost of living.

Mr. Casson's subject at Hamilton Ad Club was "Loyalty to Your Business and Loyalty to Your City."

EDMONTON AD. CLUB NOW LARGEST IN AMERICA.

At the close of a whirlwind campaign resulting in the addition of 500 members, W. J. Magrath, the newly-elected President of Edmonton Ad Club, announced that that organization is now the largest of its kind in America. The total membership is close to the 500 mark.

To say that it was a whirlwind campaign is putting it mildly. As a matter of fact, the canvas of the entire business population of Edmonton was completed in about four hours, on Saturday afternoon, January 10, resulting as stated above. The city was divided into eighteen districts, with a captain for each, every man a volunteer. Everyone hustled, and the fact that the campaign had been featured in the newspapers for some days previous to the eventful afternoon, assisted greatly in preparing the way for the enthusiasts. One canvasser claims the time-record for bringing a prospect to the dotted line, having secured application and cheque in 30 seconds. The membership fee is \$10.

DR. WILEY ADDRESSES TORONTO AD. CLUB.

"Honesty is the best policy" was the old-fashioned message which ran through the address of Dr. Harvey Wiley, the renowned pure food expert, at Toronto Ad Club, on the evening of January 21.

Dr. Wiley took for his text, "Why shouldst thou die before thy time?" Then for exactly 90 minutes, the famous advocate of pure food and truthful advertising exhorted his hearers to live up to the motto of the Associated Ad Clubs of America. That motto is "Truth." Dr. Wiley declared that he came preaching the gospel of long life and serviceable life. For if you're not rendering any service to humanity, the quicker you die the better. Service was in the doing faithfully whatever task was set for you.

Dr. Wiley rejoiced in that the campaign for truthful advertising was making strong headway. People were discovering that unless an ad now told the truth it made no impression. For people had lost confidence in advertising to such an extent that exaggeration and over praise now carried no weight. The speaker declared that dishonest advertising could be reached by forbidding the use of the mails to publications with fraudulent ads.

ROOMS ENGAGED FOR TORONTO CONVENTION.

A. L. Shuman, advertising manager of Fort Worth (Texas) *Star-Telegram*, was in Toronto recently, and made arrangements for accommodation at the Ad Club Convention of the Fort Worth Delegation, which will number between one hundred and one hundred and fifty.

"Texas will send at least three hundred delegates to the convention," said Mr. Shuman, "and we expect this will be the biggest gathering in the history of the Ad Club movement."

OFFICERS MONTREAL AD. CLUB.

A new organization which should do much to raise the standard of advertising in Eastern Canada is the Montreal Advertising Club, a venture which already has a large membership and with very attractive club rooms in the new Kerr Building, Cathcart St. in Montreal. At a recent meeting attended by some of the most representative advertising men in the East, the following officers were elected: Honorary President, D. Lorne McGibbon; President, H. R. Charlton, Advertising Manager, Grand Trunk and Grand Trunk Pacific Rys; Hon. Vice-Presidents, O. S. Perrault, Secretary and Advertising Manager, Imperial Tobacco Co., Ltd.; A. McKim, President A. McKim, Limited; 1st Vice-President, W. W. Southam, Manager Southam Press, Limited; 2nd Vice-President, Geo. H. Ham, Canadian Pacific R'y; Hon. Treasurer, J. H. Thompson, Eastern Manager, Grip Limited; Hon. Secretary, W. J. Cameron, Eastern Representative "Saturday Night." The directors of the Montreal Advertising Club as follows: R. W. Ashcroft, Advertising Manager, Can. Consolidated Rubber Co., Ltd.; James Morrison, A. G. P. A., Canadian Northern R'y; R. D. Bell, Greenshields & Co.; C. Phillips, Morton Phillips & Co; Edmund Doremus, Advertising Manager, Dominion Cartridge Co.; W. Goddard, Advertising Manager, Lawrence A. Wilson Co.; D. J. Beatty, Advertising Manager, Northern Electric & Mfg. Co.; H. B. Irwin, Sales Manager, Southam Press, Limited; J. C. Asch, Manager Asch Company; H. V. Townsend, Modern Printing Co.; Guy Tombs, General Freight Agent, Canadian Northern R'y, and James Peters, Assistant Advertising Manager, Imperial Tobacco Co. of Canada.

C. H. Ashley, Advertising Manager of "Sunday Herald," Chairman of House Committee; H. V. Townsend, Chairman of Membership Committee; R. W. Ashcroft, Chairman of Entertainment Committee, and R. D. Bell, as Chairman of the Finance Committee, constitute an excellent board and the success of the Club is assured.

The Club Rooms will be open to members the latter part of January. From the interest taken in the new organization and the enthusiasm displayed, a very strong following will be on hand at the Toronto Convention in July.

PROPOSAL TO AFFILIATE AD CLUBS IN WESTERN CANADA.

Norman Rankin, secretary of the recently formed Calgary Ad Club, intimated at a meeting in Edmonton that ad clubs would probably be formed in the near future at Lethbridge and Medicine Hat. Should this plan be carried out it is possible a Western Canada division of the Associated Ad Clubs of America may be organized.

TORONTO CLUB OUT AFTER MISLEADING ADS.

A forward move has been made by Toronto Ad Club in inaugurating a vigorous campaign against fake advertising of any kind. In this connection a bureau has been opened at the club's quarters, 104 Yonge Street, to which the public are requested to return articles, purchased through an advertisement, which do not come up to what was claimed for them in the ad. The club has undertaken to return to the purchasers of such articles the full amount of money paid for them, or if preferred, will furnish a new article of the full advertised value. One of the newspaper ads used in connection with this campaign is reproduced herewith.



Are You Satisfied With Your Purchase?

Does it come up to your expectations?

The Vigilance Committee has been formed to protect every buyer who uses advertising as his medium of purchase. The continent-wide association of Advertising Clubs of America is organized to eliminate from advertising the fraud, the known quack, the suggestive or indecent advertisement, and the dishonest merchandise.

Have you parted with good, hard-earned dollars for something not represented? You can obtain redress and satisfaction by placing the facts before

**Vigilance Committee
TORONTO AD CLUB
Inc.
104 Yonge Street**

Aggressive Vigilance Publicity.

TWO HUNDRED DELEGATES EXPECTED FROM BOSTON.

The Pilgrim Publicity Association of Boston, Mass., will attend the Toronto Convention two hundred strong, travelling by special train via Ottawa. An invitation has been accepted by Carroll J. Swan, president of the organization, to stop off at the Dominion capital en route to the convention.

NEWS OF PRINTERS' ORGANIZATIONS

NEWS FROM WINNIPEG—NEW PRICE BOOK READY.

The Winnipeg Printers' Board of Trade has for the past six months been working on a new price list, with the result that it now has ready a most complete and highly serviceable book of some 125 pages. This new price list is put up in loose-leaf form, the sheets being enclosed in a handsome leather covered binder, and can truthfully be termed the best printers' price list ever issued, barring none. The basic prices are higher than those contained in previous price lists, which necessarily makes an increase in selling prices. The new prices are in harmony with the increased operating expenses, no less than two separate wage increases having become effective since the previous price list was issued. Printers throughout Western Canada will find this new price list of the Winnipeg Printers' Board of Trade an invaluable adjunct to their operating plans, and every office in the West should procure a copy and sell at the prices contained therein. By doing so success is assured. The price of the book is \$5.00, which is but a fractional part of the actual cost. Address Alvin S. Dunbar, Silverster-Willson Bldg., Winnipeg, enclosing remittance.

Mr. Geo. H. Saults was appointed director of the Can. Ind. Exhibition Assn., to represent the Winnipeg Printers' Board of Trade.

There has been one new member added to the Winnipeg Printers' Board of Trade, Heron's Book Bindery.

The Estimating Classes have fallen a little in attendance, on account of the holidays, but it is expected that they will be back to what they were before the holidays, as soon as this season is over.

VANCOUVER EDUCATIONAL CLASSES PROGRESSING.

The "Print Shop," that newsy little organ of the Vancouver Printers' Board of Trade, says:

"It certainly is encouraging to the members of the Board, and more particularly to those who conduct the educational classes, to note the interest manifested by printers in the city in this feature of our work. The attendance at each session is all that could be desired and the knowledge displayed by the members of the class along estimating lines, at this early period in the winter campaign, indicates that the employing printers of the future will hew nearer to the correct price line than the printers apparently do at present. Wm. Brand, a valued member of the Board, and a man who has had many years of practical experience in all lines of printing, conducted the class the first session in January, and the members report an interesting and profitable session."

BANQUET OF TORONTO BOARD POSTPONED.

Owing to unforeseen circumstances the annual banquet of the Graphic Arts Board of Trade of Toronto, which it was announced in the last issue of *Printer and Publisher* would be held on January 23, has been postponed from that date till Wednesday, February 18. The committee in charge has been fortunate in securing the Assembly Hall, 6th floor, Temple Building, for that evening, and accommodation will be provided for a large attendance. It is in no sense a business meeting of the Board, the entire program being of a social character, and Toronto printers desiring to attend should not hesitate in securing tickets because of the fact that they do not hold membership in the organization. All will be welcome on that occasion and are urged to come. Ladies are included in the invitation also.

At the conclusion of the banquet, which, by the way, will be a stupendous affair "The Revised Proof" the much talked of two act drama, will make its initial appearance in Canada. A complete cast has been chosen of Toronto printers, and that fact should lend considerable color to the play. Musical numbers and other entertainment features will be provided also, and a very enjoyable evening is looked for. Applications for reservations should be made at once to Daniel Baker, Secretary Graphic Arts Board of Trade, Confederation Life Bldg.

MONTREAL BANQUET TO BE HELD ON FEB. 14.

The annual banquet of the Montreal Printers' Board of Trade will take place this year on the evening of February 14th. A large attendance is anticipated from the sister cities of Canada, and a number of printers from across the line.



On January 9th we were graced by a visit in our Board Rooms of the following gentlemen, members of the Graphic Arts Board of Trade of Toronto: Messrs. C. P. Cummings, A. L. Lewis, Atwell Fleming, Clarence James and Daniel Baker, who met the directors of the Montreal Printers' Board of Trade, and discussed matters in general for the improvement of

trade conditions in their respective territories.—CHAS. H. TICE.

ELECTION OF OFFICERS AT EDMONTON.

The annual election of officers of the Master Printers' Association, Edmonton, Alberta, were held on December 31, 1913, in the association's rooms, where a turkey dinner was served; 22 responded to the call. Dinner was served at 6.30 p. m., and at 8 p. m., the meeting was called to order. The following officers were elected for the ensuing year: President, J. W. H. Williams; vice-president, W. Dredge; recording secretary, T. Stanford; treasurer, H. H. Hull. R. S. Van Pelt being appointed as manager some time back.

At this meeting the association found itself in a healthy condition, both from a social and financial standpoint, having well-furnished rooms and having no debts to start the new year with.

Business among the shops has shown a remarkable improvement, and all are fairly busy, but money is very hard to get.

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Cleanliness an Aid to Efficiency

Although it is generally conceded that cabinets are much more desirable than frames in the composing room, many firms do not see their way clear to spend the extra money necessary to install these more expensive articles of equipment. To such the plan followed by Peninsula Press, St. Catharines, will be of value.

Instead of investing in cabinets, one of the best styles of "double" frames was selected and these were carefully varnished with an oak stain, as were also the front and ends of all the cases. The cases were then neatly labeled, small brass holders being used, so that the labels might be removed or altered if desired. The labels contain a number which corresponds with a number on the frame so that no mistake should be made in replacing cases in their proper order. The whole scheme presents an extremely neat and business-like appearance and fits in appropriately with the cleanliness and tidiness which prevails in the Peninsula Press. Considering the highly important purpose to which frames and other composing room equipment are put, it certainly does not seem out of place that a little more attention be given to their preservation and cleanliness than is customary at present. The use of a soft-toned color is also much easier on the eyes of the compositor than the plain, unvarnished wood.

Printers who have no time to bother with cost systems are opening an account with ruin.

HAPPENINGS OF THE MONTH

Among the Job Offices

McKenzie-Stowe Press, Edmonton, have added to their equipment, a new cylinder-press.

The St. Stephen board of trade, at a recent meeting, decided to vote \$1,000 for publicity purposes.

W. Foster, who was manager of the Douglas Co., Edmonton, for some years, is now with the Bradburn Printing Co.

Harry Cowan, of Cowan & Brookhouse, Vancouver, is at present enjoying a several months' tour of Europe.

W. C. Parsons has recently joined the staff of Vancouver *News-Advertiser* job department as estimator and cost clerk.

Mr. Crossland, of Zealandia, Sask., has moved his shop to Edmonton, and has consolidated with the Dredge Printing Co.

M. Henningsen, late of the Edmonton Ptg. & Pub. Co., is manager of the *la Courrier d'Ouest*, a French printing company of this city.

George Bishop has severed his connection with the Dominion Press, Edmonton, and is now with the Esdale Press, in the capacity of estimator.

Trade in Saskatoon is fairly good, considering the general depression throughout Western Canada. There are practically no printers out of work.

T. J. Corley, for a number of years superintendent in the Thomson stationery plant, Vancouver, is now with the Jas. F. Morris Co. as accountant.

Mr. LeArdle, of Memphis, Tenn., and a Mr. Johnson, of Edmonton, have purchased the Owl Printing Plant at the latter city, and opened in the Tegler Block.

Two new job offices have been started in Toronto, viz.: Waverly Press, H. V. Tressider, proprietor, 2199 Queen Street east, and the Kirby Press, 1014 Dufferin Street.

Fred S. Ewens, manager of publication department of Methodist Book Room, Toronto, and an employee of that firm since boyhood, died on January 5, aged 41 years.

Donald McKinnon, job printer, Sydney, Cape Breton, is conducting a successful business in the Falconer Building. Besides the plant purchased from the "Mac-Talla" Mr. McKinnon has installed considerable new machinery and equipment.

A new job printing company is being organized in Sydney, Cape Breton, with a Mr. Robb as manager. Premises have been secured on the Esplanade, and orders placed for a portion of the mechanical equipment. Business will be commenced as early as possible.

With the Newspapers

NEWFOUNDLAND.

H. Y. Mott, of St. John's *News*, has been appointed Clerk of the House of Assembly.

A. L. Barrett, manager of *Curling Western Star*, spent part of January visiting Sydney and other Cape Breton towns.

Hon. P. T. McGrath, editor of St. John's *Evening Herald*, returned recently from his trip to Canada and United States.

W. F. Coaker, editor of St. John's *Fisherman's Advocate*, is leader in the Newfoundland Legislature of the party which his paper represents.

St. John's has a new daily paper which is known as the *Daily Mail*. It is edited by Dr. H. M. Mosdell, formerly of Bay Roberts *Outlook*, and more recently a member of the editorial staff of St. John's *Fisherman's Advocate*. Dr. Mosdell has had several years' newspaper experience and was at one time on the staff of a Toronto daily.

Reg. Dowden has resigned his position on the editorial staff of St. John's *Evening Herald*, and has accepted a similar position on the new St. John's *Daily Mail*. On the occasion of Mr. Dowden's departure to take up his new duties he was banqueted by the other members of the *Herald* staff, who also presented him with a gold mounted fountain pen as a token of their esteem.

MARITIME PROVINCES

C. Medley Wilkinson is a recent acquisition to the staff of the *Evening Times*, St. John.

Printer and Publisher's Halifax correspondent reports printing trade conditions in that city normal.

Hon. George J. Clarke, editor of St. Stephen *Courier*, is said to be slated for attorney-generalship of New Brunswick.

R. E. Armstrong, editor of St. Andrew's *Beacon*, has been elected president of the newly organized board of trade in that town.

H. T. Stevens, founder of Moncton *Weekly Times* in 1868, and of Moncton *Daily Times* in 1877, died on December 20, at the age of 74.

Yarmouth, N.S., reports plenty of work in hand and some unusually heavy reporting, owing to disaster to the steamer Cobequid.

Sydney *Record* has moved into new quarters and now occupies a two-storey building on Central Charlotte Street. Two linotypes and a monoline are used for the machine composition on the paper.

Sydney *Post* now occupies a splendid concrete building of three storeys. The plant includes three monotype machines and a Hoe perfecting press. The *Post* issues two editions daily, morning and afternoon.

Edgar Nicole, formerly of St. John *Standard*, has joined the staff of St. John *Telegraph*. Frank X. Jennings, formerly on the staff of the *Telegraph*, has been transferred to the writing staff of the *Evening Times*.

Maurice W. Biggs, of St. John *Telegraph*, has been the subject of recent congratulations upon his joining the ranks of the benedicts. Mr. Biggs was married recently to Miss Anna Hamilton, formerly of the staff of Montreal *Herald*.

Friends in Moncton, N.B., heard with regret the news of the death of Mrs. Brenton McNab, wife of the managing editor of the Montreal *Daily Mail*, as she was a native of that city. She was a daughter of Alexander McQuarrie, of Moncton.

QUEBEC.

A report from Quebec city indicates that trade is good and prospects for 1914 are very promising.

The hold-up man who assaulted the cashier of Montreal *Herald*, and robbed him of \$500, was arrested in Ottawa on another charge, and has been positively identified as the perpetrator of the Montreal robbery.

The Typographical Union and also the Pressman's Union of Quebec city have put in a demand for an increase in wages, to take effect February 1. The employees ask also that they be given jurisdiction over all offices, introducing closed shop principles.

The sympathy of newspapermen far and near is extended to Brenton A. McNab, vice-president and editor of Montreal *Daily Mail*, in the sudden death of his wife. Mrs. McNab was taken ill while at their home in the Laurentian Mountains on January 4, and was removed to Montreal the same evening. Unfortunately, pneumonia developed next day, and she died on January 13.

ONTARIO.

Kincardine *Review* is conducting a voting contest. E. Grose, St. Mary's *Argus*, is ill with typhoid fever. Oshawa *Journal* is operating a subscription contest. Kingston *Daily British Whig* has ordered an intertype. Guelph *Herald* is conducting a \$650.00 pretty baby contest. Wingham *Advocate* is conducting a voting contest, giving \$800 in prizes.

Madoc *Review* is conducting a circulation contest, giving prizes valued at \$300.

Fundas *Banner* is conducting a voting contest, offering prizes to the value of \$650.00.

J. H. Brown, Cobalt *Nugget*, has been elected secretary of New Liskeard Board of Trade.

The *Canadian Freeman*, the Roman Catholic weekly of Kingston, has purchased a new Miehle press.

R. L. Mortimer, *Shelburne Free Press*, is spending an extended vacation in the Southern States. He is accompanied by his wife.

Cobalt *August* is doing a rushing business this winter in special editions, advertising Cobalt and other New Ontario towns.

William Campbell, founder and for some years editor of *The Bulletin*, a journal of insurance, died in Toronto on December 28.

Bruce Peninsula News is the name of a new weekly paper being published at Lion's Head by S. C. Cooper. It is edited by Israel Post.

An Old Country football competition is engaging the attention of Brantford *Courier* sport readers. Cash prizes are offered for the nearest correct guesses.

Hamilton *Herald* is creating interest among its sport readers by offering cash prizes for the most accurate forecasts of results of Old Country football matches.

Major C. Frederick Hamilton, one of the best known members on the Ottawa Parliamentary press gallery, has been appointed assistant comptroller of mounted police.

Archie Fleming, one of the veteran reporters of Ontario, who was engaged on *Toronto Globe* in George Brown's time, recently joined the staff of *St. Catharines Journal*.

Maxwell Jeffry Dobbin, until a few months ago of the C. P. R. advertising staff, and a son of the owner of *Peterboro' Review*, died at his father's residence on January 18, aged 21 years.

Sir Mackenzie Bowell, K.C.M.G., celebrated his 90th birthday at his home in Belleville on December 27 last. Despite the strenuous life he has lived, Sir Mackenzie is still enjoying excellent health.

G. E. Burt Gerrans, proprietor of *Canadiff (Sask.) Gazette*, was in Eastern Canada during part of January, and paid a visit to *Peterborough Review*, of whose staff he was a member sixteen years ago.

The staff of *St. Catharines Journal* took advantage of the Christmas season to present their chief, J. M. Elson, with a gold-mounted umbrella, accompanied by an address conveying their esteem and good wishes.

The initial number of *Canadian Motorist*, the official organ published by Ontario Motor League, made its appearance in January. It is 9 x 12 inches, 48 pages and cover. Hartley Robinson is publication manager, and W. G. Robertson, the League's secretary, is editor-in-chief.

The Chief of Police of London, Ontario, has received word to the effect that a party of fraudulent magazine canvassers has been working neighboring villages with considerable success. The old story was used of competing for a prize to help them through college. It is said the magazine for which subscriptions were taken does not exist, but the name used is not known.

The staff of the *Daily Warrier*, Lindsay, showed their appreciation of Allan Gillies, the proprietor and business manager, recently, by presenting him with a beautiful gold-headed and engraved umbrella. Mr. Gillies recently made extensive improvements to the business and editorial departments, completely renovating the front end of the building and equipping the same with up-to-date, new furniture and fixtures. Two fine new presses, including newspaper press, were also installed.

SASKATCHEWAN.

A. M. Jones, superintendent of Saskatoon *Phoenix*, has become a benedict.

Moose Jaw *News* has installed a cost system in both newspaper and job departments. Hugh Keat is business manager.

Saskatchewan Publishing Co., Regina, publishers of the morning and evening *Province*, tendered a sumptuous banquet to all members of its staff on December 27th. Between 50 and 60 were present and a generous spirit of goodfellowship and joviality characterized the evening.

Winnipeg *Telegram* has its Eighteenth Pony Contest in full swing. Nine ponies, besides other prizes are offered to ambitious boys and girls in Western Canada.

ALBERTA.

Calgary *Herald* is running a series of puzzle contests.

The employees of *Edmonton Journal* held their first annual dance on January 12.

Strathmore *Standard* has changed its day of publication from Saturday to Wednesday.

A. Otis Smith is manager of the advertising department of *Edmonton Bulletin*, succeeding F. L. Yorke.

Charles Parritt, until recently foreman of *Stettler Independent*, has started a paper of his own at Drumbella, calling it the *Review*.

Harold Gordon Long, of *Lethbridge Herald* editorial staff, was married to Miss Marie Hyden. Mr. Long was the recipient of gifts from the newspaper and staff.

On the evening of January 16, at the King George Hotel, Calgary, a complimentary banquet was tendered to Chester A. Bloom by his colleagues of the editorial staff of *Calgary Herald* on the eve

of his marriage to Miss Margaret Forster. John Cairns, news editor of the *Herald*, who acted as toastmaster on behalf of the editorial staff tendered congratulations to Mr. Bloom and all the good wishes proper to the occasion, presenting Mr. Bloom with a set of silver salt and pepper servers as a small token of the esteem and regard of his fellow members of the editorial staff. Mr. Bloom made a brief reply thanking his fellow workers for their expressions of good-will and for the testimony of their esteem.

BRITISH COLUMBIA.

Salmon Arm *Journal* is conducting a voting contest.

The Scientific Canadian is a new weekly being published in Vancouver.

A five-dollar electric iron for \$2.95 as a premium to paid-up subscribers is being offered by *Vancouver World*.

Vancouver Press Club held a "Christmas Tree" for its members and friends, and incidentally raised considerable money as a contribution to the happiness of poor children.

The announcement is made that the Fort George Publishing Co., proprietors of *Fort George Herald*, is soon to be incorporated and it is intended to publish a newspaper at Prince George as well.



Stewart Lyon Honored by Globe

On the occasion of the 25th anniversary of his joining the staff of the *Toronto Globe*, Stewart Lyon, the associate editor of that paper, was the guest of honor at a banquet tendered him by the editorial staff on January 10th. A beautiful oil painting was presented to Mr. Lyon as a token of appreciation.

In proposing Mr. Lyon's health, Harry W. Anderson, said the whole staff of *The Globe* paid tribute to the worth of Mr. Lyon as editor, publicist, counsellor, and comrade.

J. F. MacKay, in seconding the toast, paid tribute not only to the painstaking zeal, but to the breadth of vision and tolerance and sound judgment which Mr. Lyon brought to bear upon everything with which he identified himself.

Mr. Lyon's rising was greeted with prolonged cheering. He modestly disclaimed much of the praise accorded him, but expressed his appreciation of the warm fraternal sentiments which prompted the gathering and the remarks about himself.

In the course of his remarks Mr. Lyon referred to the fact that much was heard at the present time anent the increasing influence of the politician and the capitalist in the control and direction of the press. The speaker said he was not insensible to the fact that there was some measure of truth in such criticism, but that at no time during his twenty-five years' experience on the *Globe*, had he felt such criticism could be honestly directed against that paper.

The President, Hon. Robert Jaffray, referred in eulogistic terms to the personality and long and valued service of Mr. Lyon.

Dr. J. A. Macdonald, in a forceful and eloquent address, bespoke not only his personal esteem for his editorial associate, but emphasized the loyal co-operation and assistance that he had enjoyed from Mr. Lyon since he joined *The Globe* eleven years ago.



Presentation to A. A. MacIntosh

On the occasion of his retirement from the position of news editor of the *Toronto Globe* to accept the associate editorship of the *London Morning Advertiser*, A. A. MacIntosh was the recipient of a gold watch, suitably engraved, as a memento of the high regard in which he is held by his *Globe* colleagues and staff.

The president of the *Globe*, Hon. Senator Robert Jaffray, presided at the gathering at which the presentation was made and which the officers and members of the entire staff were present.

TRADE NOTES

INTERTYPE BUSINESS PROSPERING.

With its Canadian business in the hands of Miller & Richard, and other representatives appointed in South America, Norway and Sweden, and Australasia, the International Typesetting Machine Co. is now shipping intertypes to every corner of the globe. Some two hundred and fifty of these machines are now in operation, and more are being installed at the rate of two a day. A booklet entitled "The First Fifty Intertypes" has recently been published, containing letters of endorsement from every one of the users of the first half-hundred machines sold by the new company. Copies of this booklet can be secured from Miller & Richard, Toronto and Winnipeg.



CHARLES W. LEAKE

The well known and congenial representative of the J. L. Morrison Co. in Eastern Ontario and Quebec.

REGARDING MILLER & RICHARD IN B.C.

F. E. Caston, for some time the Vancouver representative in British Columbia of the old-established firm of Miller & Richard, has been compelled through ill-health to return to the East. The business of the firm in this Province is being carefully looked after by the Winnipeg office, 123 Princess Street. H. K. Patterson, manager.

INTEREST IN BIG LINOTYPE COMPETITIONS.

According to reports, great interest is being manifested in the Linotype Quality and Versatility Competitions now being conducted by the Mergenthaler Linotype Company. Not only many of the larger plants, but scores of smaller-town offices as well have signified their intention of entering the contests for one or more of the valuable prizes offered.

There will be awarded \$5,800 in prizes, of which \$1,000 is a special prize for the most artistic and perfect specimen of linotype composition especially produced in competition for this prize. Also \$4,800 in prizes will be divided among four classes for the best specimens submitted, produced in the regular course of business, there being three material and three money prizes in each class.

Send for entry blank and booklet to Publicity Department, Tribune Building, New York City, or to any agency of the Mergenthaler Linotype Company.

MOTORS FOR ALL PURPOSES.

Witton-James, Limited, Queen Victoria Street, London, Eng., are makers of motors of all descriptions for printing plants. A handsome booklet received recently illustrates and fully explains a number of styles being used with success in a large number of plants. Witton-James make and install motors for all types of newspaper and general printing machinery, and can supply either direct or alternate current equipment, in single, two or three phase, as required. Particular reference is made in the booklet mentioned to their "Standard" equipment for rotary web presses.

WELFARE WORK IN GERMANY.

Karl Krause, the Leipzig (Germany) manufacturer of embossing and book-binding machinery, whose Canadian representative is J. L. Morrison, Toronto, is doing splendid welfare work in the interests of his employees and their families.

A swimming bath, located near the machine works at Leipzig has been in operation for some time past and now the announcement is made that the concern has secured 7½ acres of desirable property for the establishment of a recreation park and athletic grounds. A portion of this area will be specially laid out as a playground for the smaller children and will be reserved entirely for them. Full provision will be made also for athletic grounds for baseball, football, tennis, running track, etc., this giving a splendid opportunity for all in any way connected with the firm to obtain healthful and enjoyable recreation.

Mr. Krause is to be congratulated for the interest he displays in his employees' welfare and for his practical benevolence on their behalf.

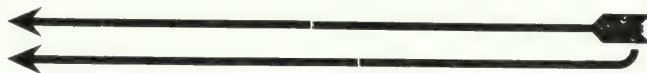
SIX LINOTYPES A DAY.

That is the number being sold by the Mergenthaler Linotype Company. Most of the orders are for multiple magazine machines, Quick Change Model 9, four-magazine linotypes and Quick Change Model 8, three-magazine machines appear to be favorites, for even smaller-town book, job and newspaper offices are installing them.

Having a wide range of display faces on a composing machine (the Model 9 carries from eight to twelve faces) is an advantage for any printing plant, especially when these various faces can be called into instant use from a standard keyboard of only 90 keys by simply turning a lever. There are now nearly 1,200 different linotype matrices to make selections from.

ARROW POINTERS HAVE MANY USES.

The series of arrow pointers which may be obtained on matrix slides from Canadian Linotype, Limited, Toronto, present immense possibilities for ingenious and effective arrangements in



advertisement and circular composition. The arrows point to left and right and slides are made to cast both right and left curves on the shaft end of both head and feather sections. These slides are made only in 13-cm length, but when used in conjunction with the corresponding 30-cm border slides the lines may be carried to any desired length. In addition to the thickness of "shaft" shown herewith, arrow pointers may be obtained with Gurney rule shaft to cast on 6-pt. body. These latter are very neat and are well adapted for fine job work.



Books Received

SELLS WORLD'S PRESS. 1914 edition. Sells Ltd., 168 Fleet Street, London, Eng. A complete directory of newspaper publishers in the British Isles, and a list of principal Colonial and Foreign publications. 100 pages are devoted to editorial matter, and among other articles bearing interesting titles is one on "The Newspapers of Canada," written by Percy Hurd, London correspondent of Montreal *Star*. Sells World's Press is a very useful reference book for newspapermen desiring to keep in touch with the press of all countries.

Rebuilt Linotypes and Parts. An attractive booklet has been received from the F. C. Damm Co., 115 Harrison Street, Chicago, illustrating their facilities for rebuilding linotype machines and featuring a number of linotype accessories, with prices of same plainly marked.

Good Building and Equipment of Country Weekly

J. S. WINTERBURN, proprietor of the *Gazette*, Norwich, Ont., is a country publisher who realizes the worth of having an up-to-date office and equipment. The new home of the paper is a substantial structure of red brick, with plate glass show windows extending right across the front. It has a frontage of 40 feet and a depth of 50 feet, and consists of one storey and basement.

A USEFUL OFFICE COUNTER.

The general business office and the private office of the proprietor are situated in the front of the building, and both are nicely finished in fine natural wood and appropriately furnished. An important feature of the equipment is a large counter, which serves a variety of purposes. Besides its obvious use as a means of displaying printed matter and doing service as a counter for transacting business, it has a capacity for storing things away that is somewhat surprising, which is due entirely to the fact that it has been especially planned and constructed for the needs of the office.

Among other things it contains 20 sample drawers, each of which is 2 inches deep, 12 inches wide and 2 feet long. These drawers are all neatly labelled and indexed, and in them are kept copies of every job turned out, the arrangement permitting of quick reference at any time.

MODERN EQUIPMENT.

Back of the office, the rest of the main floor is given over to the mechanical department and the stockroom. Early in January of this year a complete new composing equipment was installed, including type cabinets and a considerable quantity of new type. The equipment is laid out with a view to securing the greatest convenience and economy. The walls and ceiling of the shop are painted in light green, with dark green wainscotting.

DARK STOCKROOM PROTECTS PAPER.

The stockroom, which is located in one of the rear corners of the main floor, is not supplied with any windows whatever, the idea being to minimize the waste of stock through its being damaged by sun or light. Fixtures are installed in the stockroom specially built to suit the various standard sizes of paper.

BEVELLING—GILDING—BORDERING

Gold, Silver, Deckle Edge and Tinted Borders for Ball Programmes, Menus, Invitations, Xmas Cards, Show Cards, Window Tickets, Calendars, etc.

Mail orders have prompt attention.

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**JUBBS ON THEIR
METAL**
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This is Catalog Season

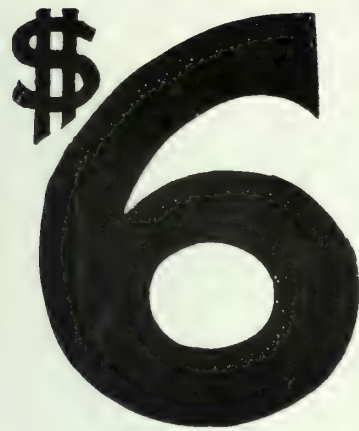
THOUSANDS
of merchants
and manufacturers
are planning cata-
logs, booklets and
announcements.
Many have only
the vaguest idea of
what they want.

A Suggestion May Land The Order

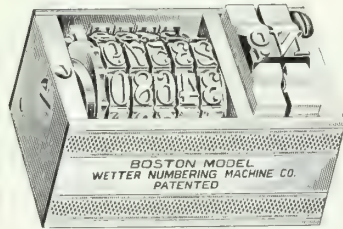
Take a set of Inspiration
Folders and a Niagara
Sample Book with you.
Call on I-Am-Ready &
Co. Use a little imagina-
tion that the Folders and
Sample Book will inspire.
And you'll be surprised
how easy it is to sell print-
ing when you use the right
lever to excite interest.

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The **Boston Model**



BOSTON MODEL 1, \$6.00

Five-wheel machine to automatically number from 1 to 99999

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FACSIMILE IMPRESSION

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Have stood
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28 years

Numbering Machine

THE ONLY MACHINE WITH A DROP-CIPHER
THAT WILL ALWAYS PRINT PLAINLY

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Wetter Numbering Machine Company
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L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your overcoat pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the U.S., and Possessions, besides every other country in the World. An invaluable aid for the library of well-read men and women. Thirty years of experience in map engraving in thorough devotion to the developments of this line show in our

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work, \$1.50 in cloth, and \$2.00 in leather; carriage paid to any point in the World.

Bible Atlas by Townsend MacGoun, A.M., with 120 pages of maps, \$1.00; Bible Atlas with maps and 120 pages of text matter, \$1.50; carriage paid.

"As a special offer for January, we will send FREE with all orders on the above Atlas, a copy of our Gazetteer of the World, which is full of maps and valuable information. Tell your friends and order today!"

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BRONZE BLUE, Good fiery shade at 36c. lb.
LITHO INKS 4c. lb. extra

They are a distinct improvement on anything offered to the trade,
at 36c., 48c., 60c. per lb.

All prices F.O.B. English Ports, or quotations C.I.F.
RUN FREELY. NO OFFSET. NO WASH UP.

Let us send you a free sample to show why we should
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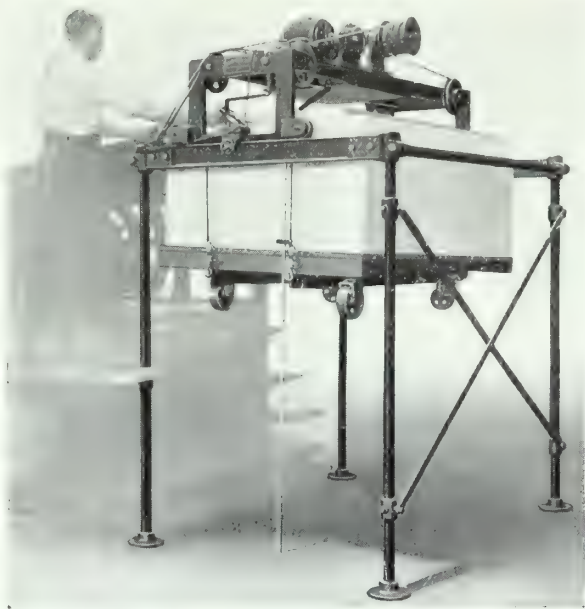
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Williams Printing Co.

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One of the largest printers in the East, have ordered

16 Rouse Paper Lifts



They installed one lift early last fall and found it so profitable that we have been instructed to install fifteen more Rouse Lifts.

Thus does the West "uplift" the East, and there are more to go!

What Do You Think of This List?

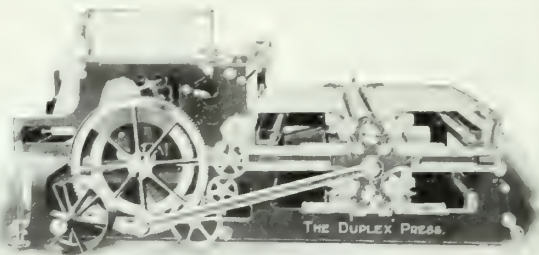
American Colortype Co., Chicago and New York	29
Manz Engraving Co., Chicago	22
Max Lau Colortype Co., Chicago	12
Excelsior Printing Co., Chicago	10
Regensteiner Colortype Co., Chicago	5
The Wells Co., Chicago	3
The Franklin Co., Chicago	2
Doubleday Page & Co., Garden City, N.Y.	
Isaac H. Blanchard Co., New York	
Thos. B. Brooks, New York	
The Roy Press, New York	
Republican Publishing Co., Hamilton, Ohio	One
S. E. Tate Printing Co., Milwaukee	each
Williamson-Hafner Co., Denver	
Brethren Pub. House, Elgin, Ill.	
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The Rouse Lift raises the whole day's run to the feed board at once—trunk and all—and automatically rises and stops each time a lift is slid off the top. Increases output at least 1,000 impressions a day.

Send for Catalog.

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Get YOUR Bargain NOW

Save yourself considerable money not only in the purchase price but also in the actual operation by getting one or more of these rebuilt machines NOW, while the price and terms are so reasonable.

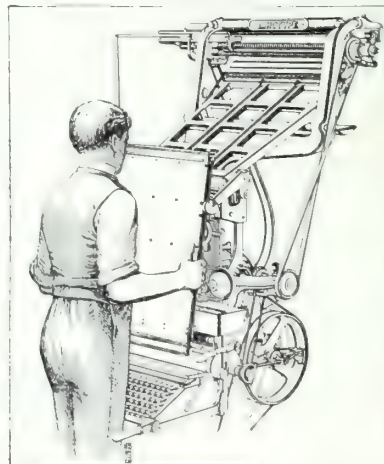
Two Revolution Cylinder Presses	Folding Machines
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with Folders attached	Monoline Machines
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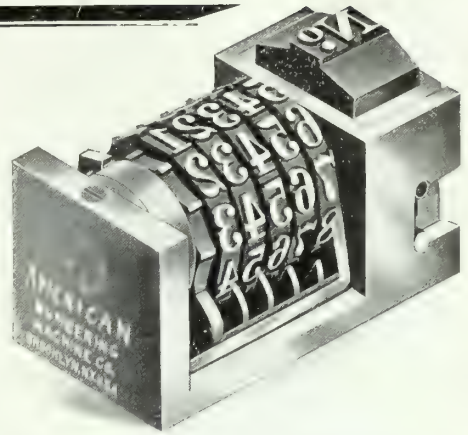
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price \$6.00 Price \$7.00
5 Wheels 6 Wheels

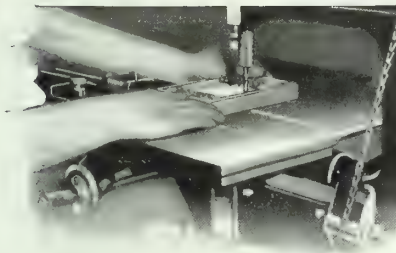
For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

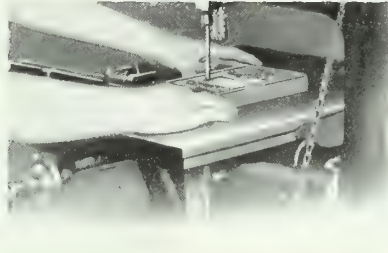
224 & 226 Shepherd Ave., Brooklyn, N.Y. 119 W. Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England



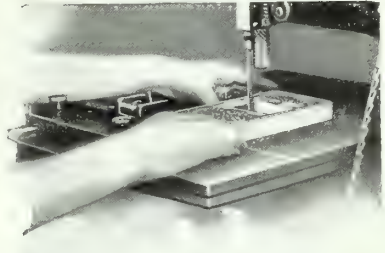
AMERICAN MODEL 30



Drilling holes in the plate to adapt the saw for paratory to mortising.



By a simple change the saw is thrown in operation and the mortise is sawed out.



Substituting a brace for the saw the walls of the mortise are smoothed up and squared in the corners.

WANTED 20,000 PRINTERS—AD and JOB MEN

to mail a post card for a copy of "Millerized"—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write today.

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A high-grade coated paper that is equally well known and used for the very finest half-tone and color work.

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A new dull-finished paper, recently produced and brought to its present high state of perfection.

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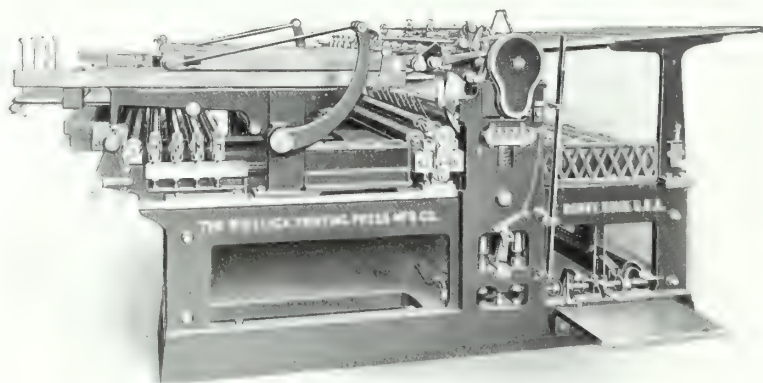
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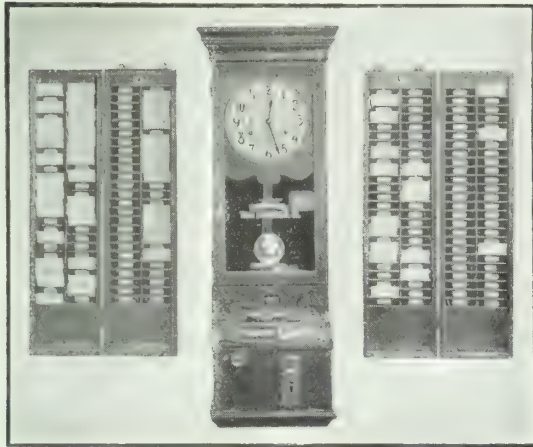
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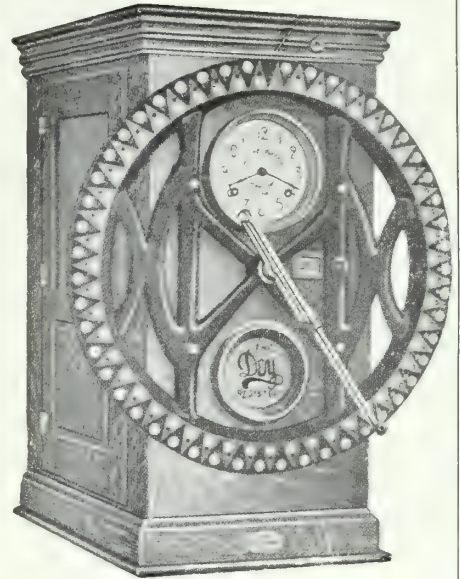
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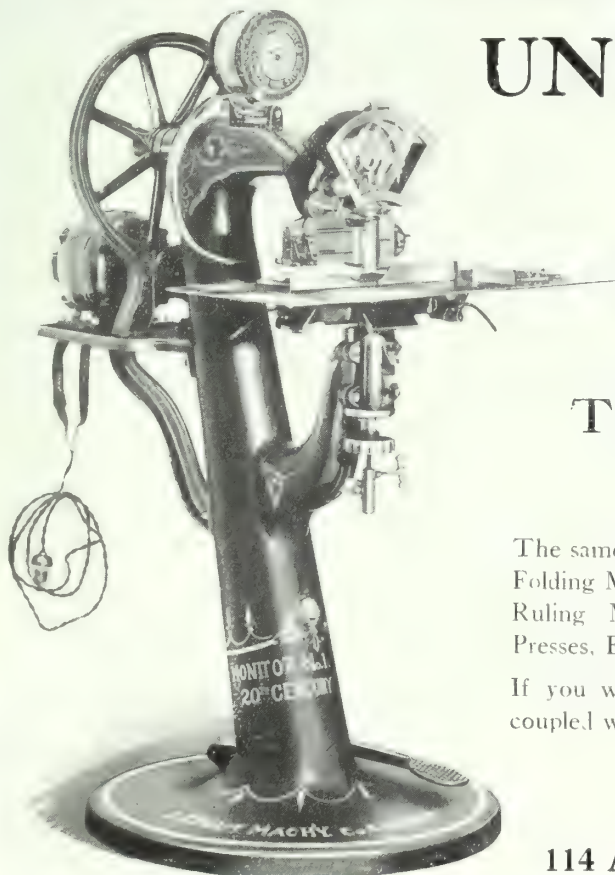
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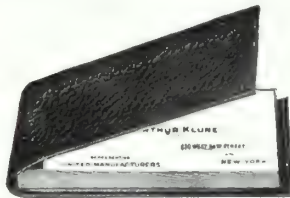
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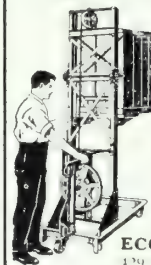
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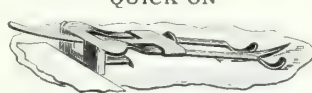
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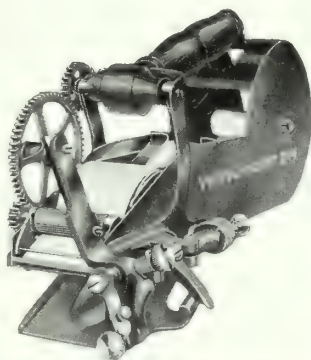
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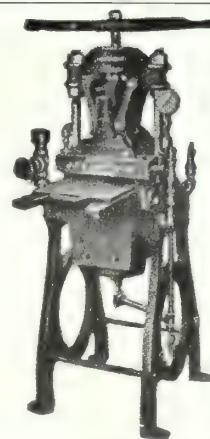


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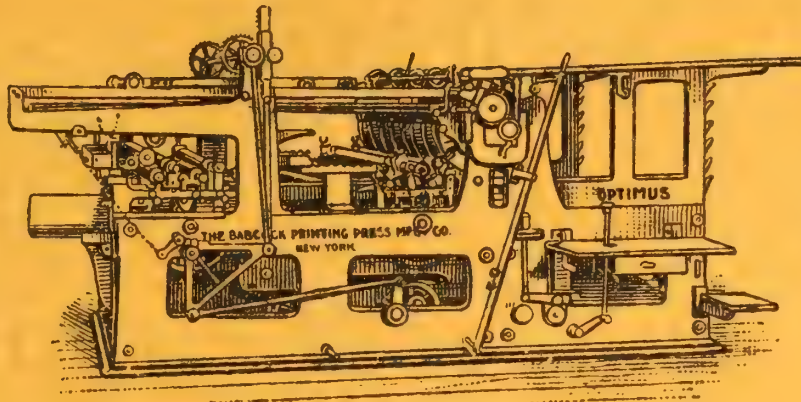
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Everything is combined to make

The Babcock Optimus

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See the machines at work.

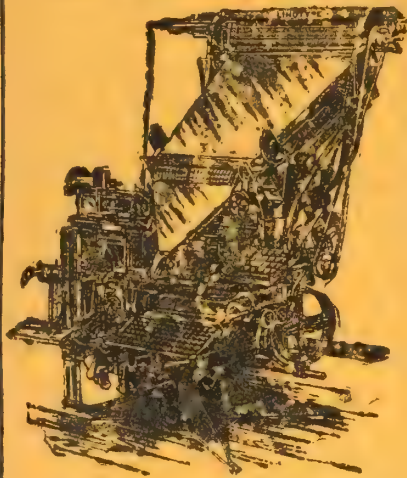
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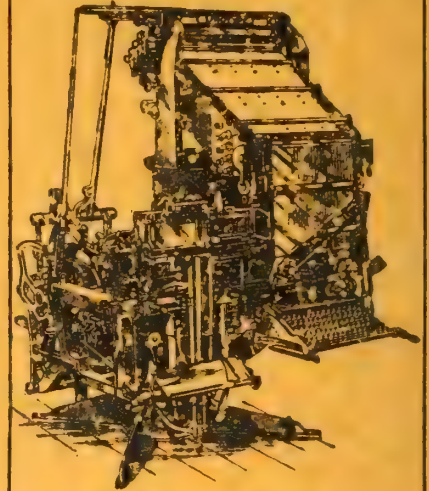
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Three-Magazine Linotype

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Four-Magazine Linotype

\$5,800 IN PRIZES

is now being competed for by the Job and Book Printing Offices in the United States and Canada which were using the Linotype on January 1, 1914.

The competitions close March 20, 1914. If you have not received the folder giving complete particulars concerning the competitions send to our Publicity Department, Tribune Building, New York City, or to our nearest agency.

"The Linotype Way Is the Only Way"

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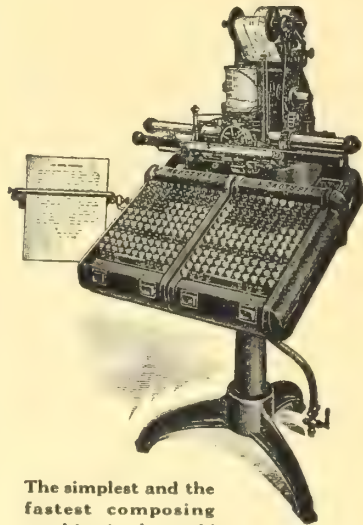
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for MARCH, 1914

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TORONTO ~ MONTREAL ~ WINNIPEG

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fastest composing
machine in the world

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It doesn't cost you anything to fully investigate the claims of the Monotype. It actually does all that we say it does, and this includes all the work done by other composing machines plus the work they cannot do.

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Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

Buckeye Covers

Single and Double Thick

OBSESSIONS are costly. Many a printer loses a large part of the profits he might and should make, because of a mistaken idea that "different" Catalogues and Booklets can only be produced by using fancy cover papers at fancy prices. Just how much this outworn tradition favors the paper-maker at the expense of the printer and his customers, is made plain by the "Buckeye Proofs" which we send free by prepaid Express if requested on your business letterhead. They are actual reproductions of striking and unusual covers as produced by many prominent printers, and will show you how to improve your output and income by using **BUCKEYE COVERS**. Send for the "proofs" today.

BUCKEYE COVERS are now made in 16 colors, 4 finishes, and 4 weights,—the latest additions to the line being the new Double Thick and Ripple Finish. Ask the nearest dealer for samples if you have not already received them.



BUCKEYE COVERS are carried in stock by the following representative paper merchants, any of whom will fill your orders promptly from stock, and will gladly supply you with sample sheets for making dummies.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER

IN HAMILTON, OHIO, SINCE 1848

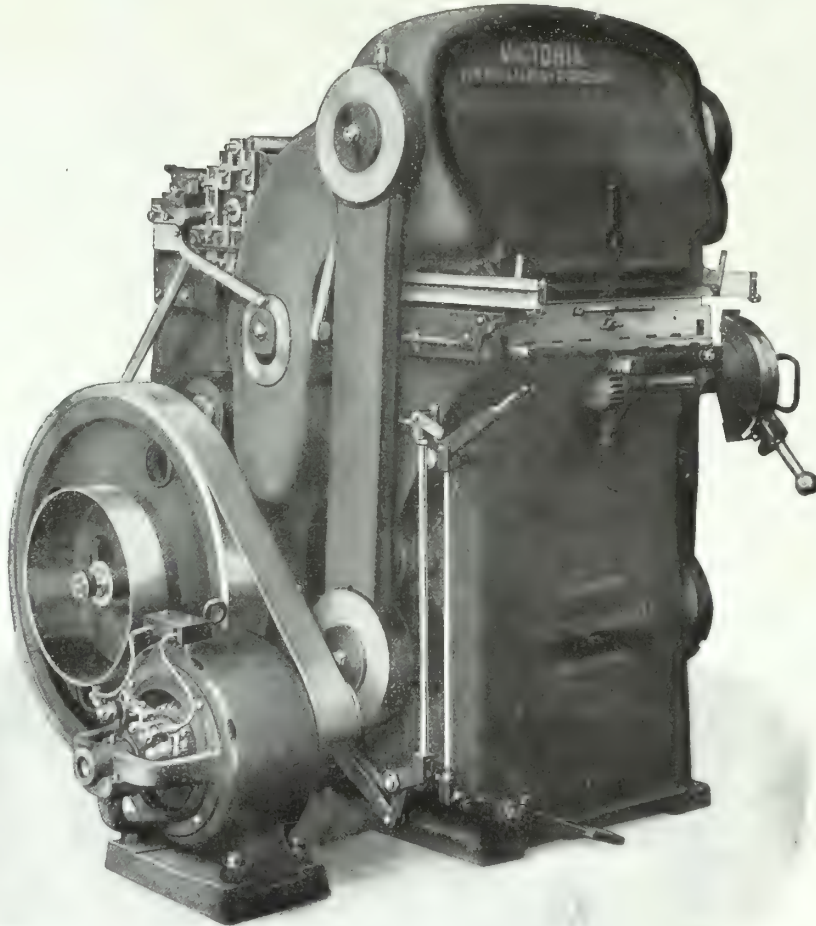
ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited
MONTREAL

John Martin Paper Co., Limited
WINNIPEG, CALGARY and EDMONTON

The Wilson-Munroe Co., Limited
TORONTO

The Strongest and Quickest Power Press in the World
is the
VICTORIA HERCULES PRESS
WITH AND WITHOUT PRINTING ATTACHMENT



All the advantages of the Victoria Platen Press with those of the most powerful Blocking Press, will Emboss, Print, or Print and Emboss up to

20 SHEETS A MINUTE

It can be stopped and started instantaneously and can be stopped under pressure at will. The work is laid on the stationary table, the Platen coming down.

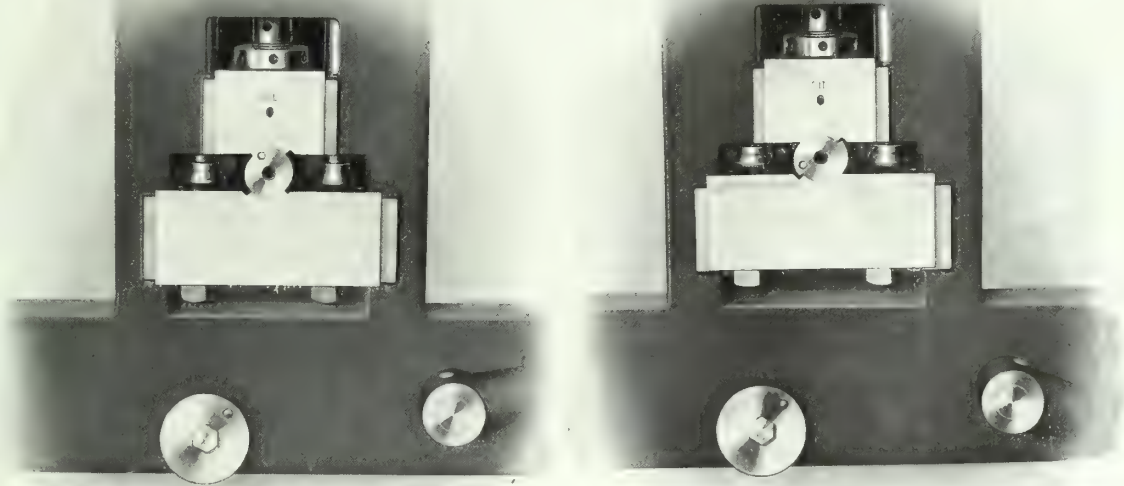
Automatic handguard stops the Machine if the minder's hand is in danger.

Perfect register. Pressure up to **400 Tons**.

THE VICTORIA HERCULES is built for the heaviest work, for bookbinders, blockers, embossers, printers, bookmakers, etc.; is the most useful machine for gold and foil blocking, cameo, embossing, box top embossing, box making, cutta-crush work, leather graining, paper dish and lace work, printing and proving, etc.

Must be seen to be appreciated. Write for catalogue to

STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto
or THE VICTORIA PRESS MFG. CO. LTD., Clifton Buildings, Vandy St., LONDON, E.C.



The Cylinder Lift

The strength of the impression of a two-revolution press depends to a great extent upon the mechanism employed in raising and lowering the cylinder. Before the invention of THE SWINK, this lifting mechanism was of two forms; one was the toggle style, working on bearings less than an inch wide, which wore rapidly on account of its narrow faces and many joints. The other has a long shaft with eccentric journals, which would spring under strain. THE SWINK cylinder lift is an entirely new form and far surpasses the older forms in strength as well as in rigidity. It is a double circular wedge of solid steel, $1\frac{1}{2}$ inches in diameter and having a bearing surface $3\frac{1}{2}$ inches wide, or a little more than double the width of those on any other press. The strain of impression is distributed evenly over these bearings, as one is located directly under the other. Torsion and bending strains, which tend to give a weak impression, are therefore impossible on THE SWINK.

The Swink press positively will not gutter between pages. If wear occurs in the bearings in the course of time, it is easily counteracted by pulling the cylinder down on its bearers by means of our *single screw impression adjustment*, which is also shown in the accompanying illustration. One operation on each side of the press is all that is necessary to adjust the cylinder properly.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto

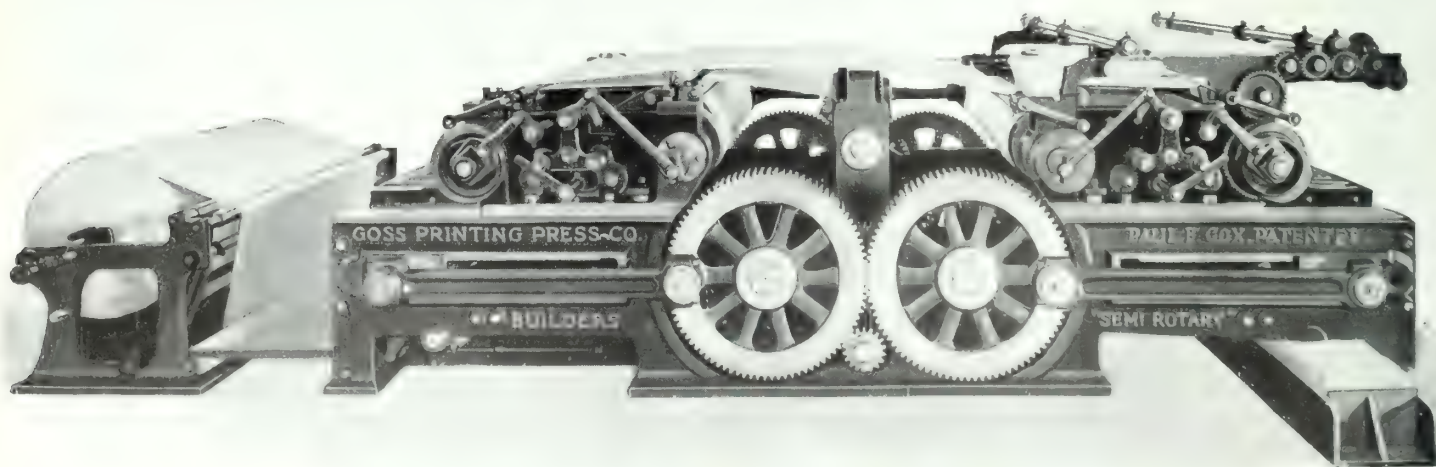
THE GOSS "COMET"

FLAT BED WEB PERFECTING PRESS
PRINTS FROM FLAT FORMS AND ROLL PAPER



More than fifty "COMET" presses have been installed within twelve months. A five-horse motor is ample power to operate a "COMET." The "COMET" is dependable, reliable and economical. The "COMET" requires only six composition rollers. Has thumb-screw ink fountains. Only two ink fountains in the press. Has rotary, former folder. Delivers product one-half or one-quarter page size. Has automatic paper governor and tension. The "COMET" is perfected and up-to-date. WRITE FOR INFORMATION.

The GOSS SEMI-ROTARY, FLAT BED WEB PERFECTING PRESS



Manufactured in four sizes—prints from 4 to 11 pages. Has continuous traveling web, interchangeable composition rollers, and automatic paper roll tension, prints 12 pages from one roll.

MANUFACTURED BY
THE GOSS PRINTING PRESS COMPANY
CHICAGO: Main Office and Factory, 16th Street and Ashland Avenue
NEW YORK CITY: Metropolitan Building, No. 1 Madison Avenue

SECOND PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy.....	No. 586,337	J. M. Cooney and	
J. R. Rogers.....	" 619,441	H. L. Totten.....	No. 759,501
J. R. Rogers.....	" 630,112	R. M. Bedell.....	" 787,821
D. A. Hensley.....	" 643,289	P. T. Dodge.....	" 797,412
J. R. Rogers.....	" 661,386	D. S. Kennedy.....	" 797,436
C. Muehleisen.....	" 718,781	D. S. Kennedy.....	" 824,659
J. W. Champion....	" 719,436	M. W. Morehouse..	" 826,593
D. A. Poe and		T. S. Homans.....	" 830,436
W. H. Scharf ...	" 734,746	T. S. Homans.....	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell.....	" 848,338
P. T. Dodge	" 739,996	T. S. Homans.....	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers.....	" 925,843
S. J. Briden.....	" 757,648	H. Plaut	" 955,681
W. H. Randall....	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler ..	No. 614,229
O. Mergenthaler ..	" 614,230
J. R. Rogers, Reissue	" 13,489

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

MERGENTHALER LINOTYPE CO.
Tribune Building :: :: New York

HAMILTON STEEL EQUIPMENT

Advantages of the Unit System in Composing-room Furniture

Conditions change, and this is true not only with reference to the work in hand, but also the methods employed in performing the work.

A piece of furniture that is right for the composing-room to-day might not be right a year or five years hence, when the business has grown and the output is specialized.

In the past a change of equipment has meant the throwing away of the furniture already installed and the purchase of complete new equipment. Yet it has often proved a matter of economy to make such changes.

In connection with the new Hamilton system of units in all-steel construction we have solved this problem. Each piece of furniture is made up of a number of units which together form the complete piece of furniture. These units are secured in the holding frame by means of bolts and screws and any one unit can be removed and replaced with any other desired unit.

As the character of the work changes the steel furniture equipment can be changed with little expense. This will be a source of great economy. The long wait between the time when it is known the change is necessary and the time when the new equipment is actually installed is entirely eliminated. The furniture equipment grows and is altered as the business changes. There is no equipment to be thrown into the discard.



Linotype Machinist's Cabinet Work Bench No. 478.

The top of this Bench is made of rock maple two inches thick, with end pieces tongued and grooved and bolted to the main top. The framework is of hot-rolled angles with steel panels. All drawers are of wood with steel-front protectors.

There are drawers for storing liners, spacebands and ejector blades; also drawers divided into compartments for the storage of miscellaneous parts used on the linotype machine, so often necessary in making repair replacements. The cupboard is used for storing the heavier and larger parts.

Hamilton Steel Equipment lessens the fire hazard and therefore reduces the insurance expense. This furniture is sanitary. It is not affected by atmospheric changes.

The depreciation to be figured on steel equipment is a negligible item.

Our system of constructing steel furniture in units, manufactured in large quantities and carried in stock, enables the printer to secure at reasonable prices, equipment that would otherwise be special, high in price, with a long wait for the material to be built to order.

The Hamilton system of flexible unit construction in all-steel furniture will give the largest possible per cent. of efficiency in the composing-room where it is to be installed.

The different units in this furniture can be shifted like a pack of cards with little trouble or expense. These facts are simple and clear and should appeal to every practical printer.

Catalog of Newspaper Composing-Room Furniture Equipment in unit construction is now ready for distribution and will be sent on request to all responsible newspaper publishers, book and magazine printers.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

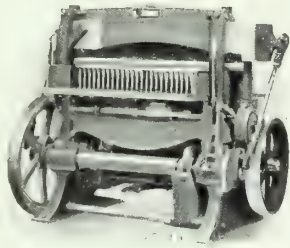
Toronto Type Foundry Co., Limited
Toronto, 70 York St.
Montreal, 345 Craig St. W.
Winnipeg, 175 McDermott Ave. E.
Calgary, Alberta.
Regina, Saskatchewan.
Rex A. Hand, Representative for
Maritime Provinces and Newfoundland
c/o Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto
George M. Stewart, Montreal.
American Type Foundry Co., Vancouver.
Miller & J. Toronto, 70 York St.
Richard J. Winnipeg, 125 Princess St.
Printers Supplies Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
124 York Street, Toronto

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

OSWEGO

MACHINE WORKS



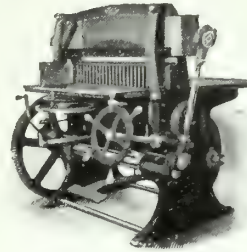
Oswego Auto

*CUTTING MACHINES
EXCLUSIVELY*

Oswego, New York

OSWEGO

MACHINE WORKS



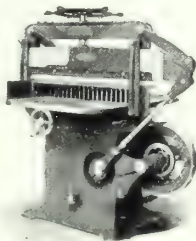
Oswego Semi-Auto

*CUTTING MACHINES
EXCLUSIVELY*

Oswego, New York

OSWEGO

MACHINE WORKS



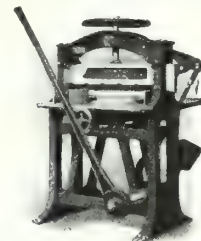
Oswego Power

*CUTTING MACHINES
EXCLUSIVELY*

Oswego, New York

OSWEGO

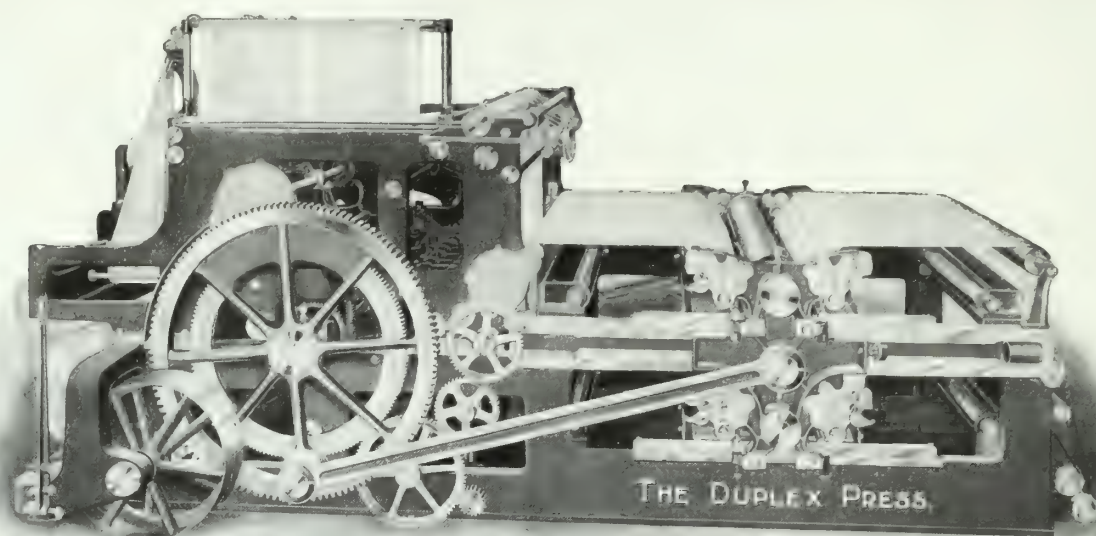
MACHINE WORKS



Oswego Lever

*CUTTING MACHINES
EXCLUSIVELY*

Oswego, New York



What Would It Mean To You and Your Paper

to be able to hold your press for late dispatches until ten minutes before the edition is scheduled to appear on the street?

Wouldn't your readers have greater interest, greater confidence in your paper when they know that only through it can they get the latest up-to-the-minute news?

The DUPLEX makes it easily possible for you to keep all forms open until a few minutes before the paper is to appear on the

street. For with the DUPLEX you print from the roll from flat type forms and at a speed just *double* that of other Flat Bed Presses. Double because of an unique feature of the DUPLEX—it prints on both the forward and backward strokes of the cylinders—a feature exclusive with the DUPLEX.

Why not ask the numerous users just what definite saving they secure through the DUPLEX—or better still, write us *to-day* for full particulars.

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

"We would not be without it for twice its cost"

Is what The Calgary Herald says about

The Universal Type Caster

THE letter from The Calgary Herald, here reproduced in full, shows how the Universal Type Caster is regarded by one of its Canadian users. Other firms in Canada have endorsed it just as highly. The Montreal Star says the machine is doing all we claimed for it at the time it was purchased. La Patrie, of Montreal, writes us the one in its composing room is giving entire satisfaction and is never out of order. Equally enthusiastic is the verdict of many other prominent newspaper and job offices in Canada and the United States.

What the Universal Type Caster has accomplished in the composing room of these firms will also be accomplished in yours. You will also find it will "give entire satisfaction," will "never be out of order," will do "all we claim for it."

But these are not the chief or the only reasons why you should purchase it. The most important reason is that you will find it a money-maker from the day it is installed. This is because the machine was designed to meet the needs of the average job office or newspaper composing room—the needs of just such offices as yours.

You can obtain all the above advantages, you can have a complete type foundry in your composing room for a surprisingly small amount of money. Give us some idea as to the size of your composing room and the class of work you produce, together with the amount of money you spend every year for type, borders, spaces, quads, leads and slugs. If your plant is too small we will not sell you a machine. If it is large enough we will *prove* to you that the machine will soon pay for itself. It will cost only a two-cent stamp to get this information. It may be of the utmost value to you. Therefore, write to-day.

HERE is the letter from The Calgary Herald. Read it carefully. Note that Mr. Watson has found the machine "quite indispensable" and that it "has never given us a moment's trouble."

In reply to yours of Feb. 11th. would say that the Nuernberger-Rettig Type Caster, with which you supplied us a few months ago, is quite indispensable to us, and we would not be without it for twice its cost. It assures us of clean, new type in unlimited quantities and most up-to-date faces, particularly for ad. type, though we also use a considerable quantity of it for new headings. In connection with the machine itself we can only add that it has never given us a moment's trouble.

Yours very truly,

THE HERALD PUBLISHING CO., LTD.,

By W. J. Watson, Secy.-Treas.

It Makes Perfect Type

The only type an office such as yours can afford to use is foundry type. The Universal Type Caster makes foundry type, not soft, spongy stuff that can be used only once, but real foundry type with solid bodies, perfect faces, and accurate in every dimension. Better type can not be made than that cast by the Universal Type Caster.

It is Easy to Operate

A skilled mechanic is not required. One of your compositors, or an apprentice with an aptitude for machinery, can learn to run the Universal Type Caster in a week or ten days. The erector will give the necessary instructions when the machine is installed.

Its Maintenance Cost is Low

Note that The Calgary Herald says the machine has never given a moment's trouble. When you buy a Universal Type Caster you are not continually paying out large sums for repairs, nor are the profits it earns consumed by excessive depreciation. |

Plenty of Matrices

The Matrix equipment of the Universal Type Caster now numbers over 800 fonts and is constantly increasing. Send for a copy of the specimen book of Universal faces and you will be convinced the machine will supply you with all the type faces you need.

The Profits It Earns

In most offices the Universal Type Caster soon pays for itself through the money it saves on type foundry bills. There are other savings just as important. An abundance of new, perfect type means greater efficiency in the composing room; and if a newspaper office, a better-looking paper; if a job office, a great saving of time in the pressroom and an improved quality of work.

Universal Type-Making Machine Co., 321 North Sheldon Street, Chicago



The essentials of a good cover paper are great strength, good folding qualities, and dainty attractiveness, and these characteristics will be found strongly in evidence in

CORDELIA COVER

Flaxen Finish. A product of our Croxley Mills. Stocked in 20½ x 25½. 65 lbs. 504's in Gorse, Gardenia, Lobelia, Lilac, Mistletoe, Filbert, Maize and Mint by

JOHN DICKINSON & CO., Limited
Paper Makers for Over 100 Years
Croxley House, 216 Lemoine Street, Montreal



Goes

ESTABLISHED 1879

Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1914 - CALENDAR PADS - 1914
ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T.

SAMPLES AND PRICES ON REQUEST.

Goes

Goes

Why Not Handle The Engraved Stationery Business of Your Locality?

Think of the large number of business men—bankers, manufacturers, merchants, etc.—whom you could easily induce to use engraved stationery, business cards, announcements, etc. Think of the great many private individuals who would be interested in engraved private cards, social and wedding announcements.

25% Profit

on every piece of work is what hundreds of other printers are now securing and what you are assured of from orders right in your own locality.

Then why not secure this business—make a specialty of it—when you can do so with practically no expense and little effort?

Ask us *to day* to outline our Special Offer to printers and publishers.

Standard Embossing Co.

36-38 Lombard Street Toronto

If you have a catalogue to print you should try our

**CANADIAN
CATALOGUE BLACK**
at 60c. a pound

in Quantities

**SHACKELL, EDWARDS
& CO., LIMITED**

**MAKERS OF
FINE PRINTING AND LITHO INKS
OF QUALITY SINCE 1786**

127 Peter St.
TORONTO

and at
LONDON, ENG.

Wilson-Munroe Co., Limited TORONTO

BUSINESS—particularly the most desirable business—is very much like the sport of fishing. You can catch it if you use good bait. We offer you the correct bait in

WRENN'S PORCELAIN BLOTTING

THE PERFECT HALF-TONE BLOTTER

BOTH SIDES ABSORB

Large stocks carried in our Toronto warehouse for prompt shipment.

WHITE

PALE PINK

LIGHT BUFF

LIGHT CANARY

ROBIN EGG BLUE

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

Special M.G. Litho Paper

This paper, which is manufactured by Olive & Partington, Ltd., of Glossop and Manchester, England, is now being used by most of the largest lithographers in Canada with highly satisfactory results.

It is a pure white paper with a specially prepared surface and is equally suitable for either lithographic or letterpress work.

It is exceptionally suitable for LABEL and POSTER work, and is used by the largest poster printers in the world.

It is specified by many of the leading bill posters and advertising agents.

It is free from mechanical wood and is guaranteed to retain its color when posted.

Being rough on one side adds to its adhesive qualities. Ideal for canned goods labels.

It has a highly-finished, even surface and it bulks 15% to 20% higher than the average super-calendered litho paper.

Applications for samples and sheets for trial will receive the immediate attention of the sole Canadian agents

Hodge-Sherriff Paper Company

McKinnon Building, Toronto

Telephone Main 5781

SILENT

SPEED

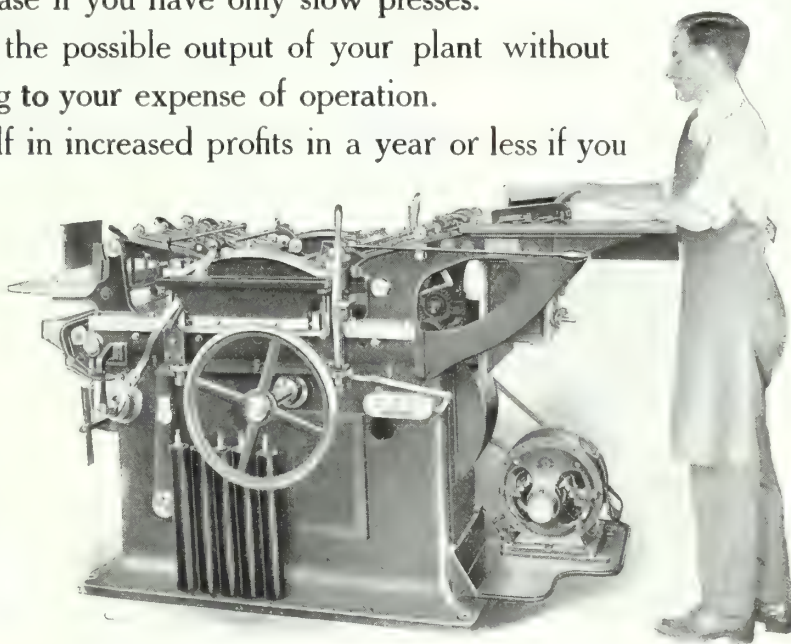
TEN REASONS

Why "The Baby" Cylinder

IS THE LITTLE

BIG MONEY MAKER

1. It takes no more floor space than one platen with its feed tables.
2. It costs no more to operate than one platen.
3. It will turn out as much work as two or three hand-fed platens.
4. Any job can be made ready as quickly, and most jobs can be made ready properly in less time than on a platen, as the impression is more rigid and less overlaying and patching is required.
5. Make-ready requires less attention while running as the press is built for hard tympan which do not pack down and develop weak spots.
6. On account of superior ink distribution it uses less ink than a platen.
7. It will handle rush work quickly and without disturbing other work as is often the case if you have only slow presses.
8. It greatly increases the possible output of your plant without materially adding to your expense of operation.
9. It will pay for itself in increased profits in a year or less if you can keep it even approximately busy.
10. It enables you to make quick deliveries that please old customers and attract new ones.



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95 MADISON AVENUE, NEW YORK

CHICAGO, 431 South Dearborn Street
ST. LOUIS, 313 Fullerton Building
BOSTON, 176 Federal Street
PHILADELPHIA, 1001 Chestnut Street
SAN FRANCISCO, Phelan Building

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres.

H. D. ROOSEN, Treas.

R. E. HEWITT, Secy.

128-130 PEARS AVENUE

TORONTO, CANADA

Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

*The Only Manufacturers
of the famous*

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

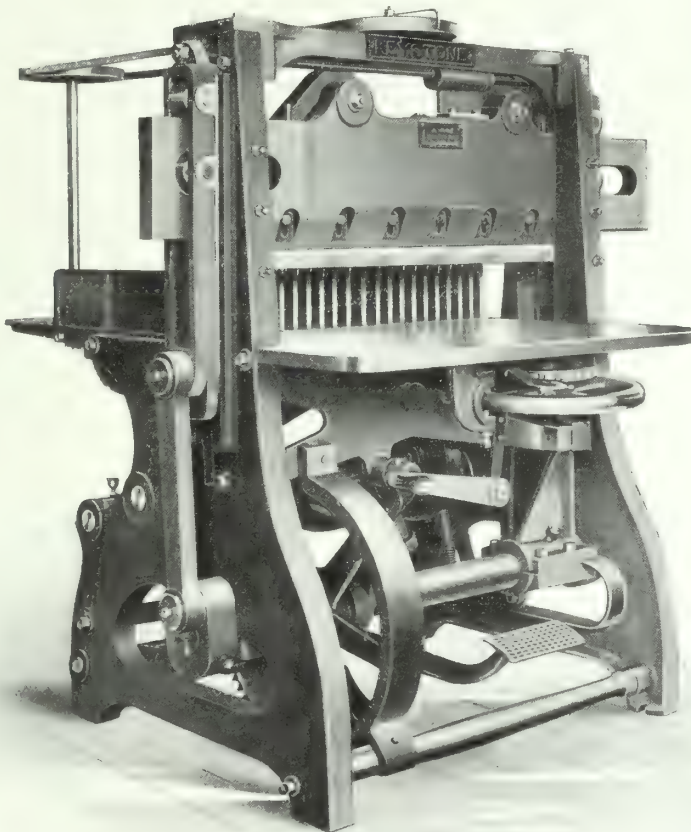
We make the Blacks that Dry with a Lustre

A Great Saving in Cutting

IS MADE POSSIBLE BY USING THE

"KEYSTONE" AUTOMATIC and FOOT CLAMP CUTTER

LET US TELL YOU WHY!



First, the "Keystone" is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the "Keystone" requires less power to operate than any other cutting machine in the market.

Fourth, the "Keystone" is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the "Keystone" is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the "Keystone" will convince you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the "Keystone" in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

GOLDING

Presses and Machinery

in a Printing Establishment
is Insurance Against Losses
and Assurance of Profits

Golding Jobbers

A careful examination of the various job presses on the market will reveal to any discerning printer the many points of merit and high intrinsic value of the Golding Jobber.

They have greater strength, a better ink distribution and deliver a superior product at a higher speed than other presses.

In the latest model is added a number of improvements that contribute to the further efficiency of the Golding Jobber.

Golding Paper Cutters

Our Cutters have the prime requisites of accuracy, durability and speed, and will stand up unflinchingly under the hardest use to which they may be subjected.

They are convenient to operate, have safety starting lever and deliver at all times a clean cut.

A number of exclusive features, found only in Golding Cutters, make it stand out from all others.

Other Golding Products

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

These Articles of our manufacture are guaranteed to be the best yet devised for printers' uses—SEND OUT A LINE FOR CATALOG.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

The Graphic Arts and Crafts Year Book

THE AMERICAN ANNUAL REVIEW OF THE
PRINTING AND ALLIED INDUSTRIES.

Volume VI, now in press, will contain a comprehensive exposition of the year's accomplishments in the graphic arts, and classified displays showing constructive features in the different fields of advertising.

If you are

A Type Maker or
A Type User

A Plate Maker or
A Plate User

A Paper Maker or
A Paper User

An Ink Maker or
An Ink User

A Buyer of Advertising or
A Seller of Advertising

Or
Interested in
any of the
Allied Crafts

**You Need
This Book**

SECTION I. *General Review.* Seventeen interesting articles reviewing the year's progress.

SECTION II. *Advertising Literature.* Articles by 26 well-known advertising men, each a leader in his line.

SECTION III. *Engraving and Plate Making.* Instructive contributions by Edward Epstein, Walker Engraving Co., New York, editor, and nine associate editors. 64 pages of specimens in black and in colors.

SECTION IV. *Typography.* Helpful texts with suggestions by A. V. FitzGerald, Hamilton, Ohio, and eleven other typographical experts.

SECTION V. *Press.* Eight authoritative discussions of pressroom difficulties by W. S. Carroll, American Bank Note Co., New York, and associate contributors.

SECTION VI. *Paper and Supplies.* Articles of interest by C. D. Jacobs, Wm. B. Wheelwright and others.

SECTION VII. *Binding.* An unusually complete resume of existing conditions in the binding industry with a forecast of the future by E. W. Palmer, J. F. Tapley Co., New York. Superbly illustrated.

SECTION VIII. *Efficiency.* Modern practices in plant and office efficiency by E. B. Passano, Waverly Press, Baltimore, and five other authorities.

350 pages of terse technical text by nearly 100 contributors. More than 200 pages of exhibits by the country's leading printers and engravers.

Volume VI will contain about 600 pages bound in half-leather, delivered carrier charges prepaid, \$5.00.

WRITE FOR A PROSPECTUS OF VOLUME VI.

THE GRAPHIC ARTS PRESS, Hamilton, Ohio

Subscriptions placed with the Printer & Publisher will receive prompt and careful attention

This is Catalog Season

THOUSANDS
of merchants
and manufacturers
are planning cata-
logs, booklets and
announcements.
Many have only
the vaguest idea of
what they want.

A Suggestion May Land The Order

Take a set of Inspiration
Folders and a Niagara
Sample Book with you.
Call on I-Am-Ready &
Co. Use a little imagina-
tion that the Folders and
Sample Book will inspire.
And you'll be surprised
how easy it is to sell print-
ing when you use the right
lever to excite interest.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

Books on all Phases of Printing

Successful and progressive graphic arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. \$2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth \$1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper \$1.

Imposition, a Handbook for Printers. By F. J. Trezise. \$1.00.

Specimen Books:

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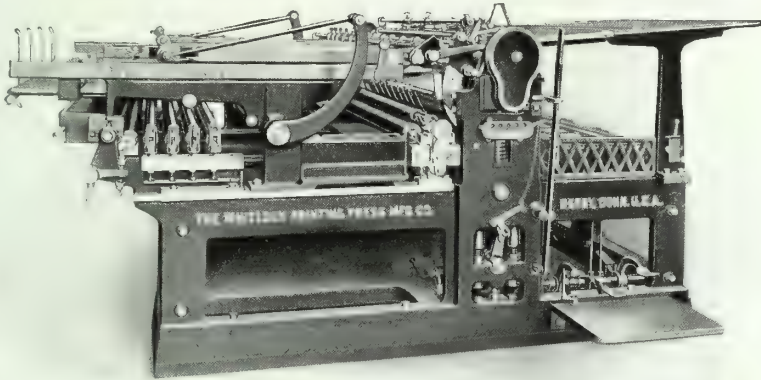
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Both possess in superlative degree those mechanical features and devices that make for the greatest product of the highest quality at the very lowest cost of production. The appreciation which the printing public has accorded these machines in the past and at the present presages a much wider and more numerous acceptance as time goes on. *The WHITLOCK PONY* has long been the "best seller" among the smaller machines.

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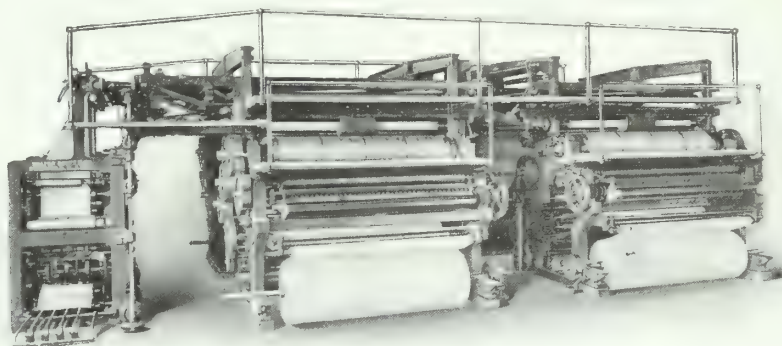
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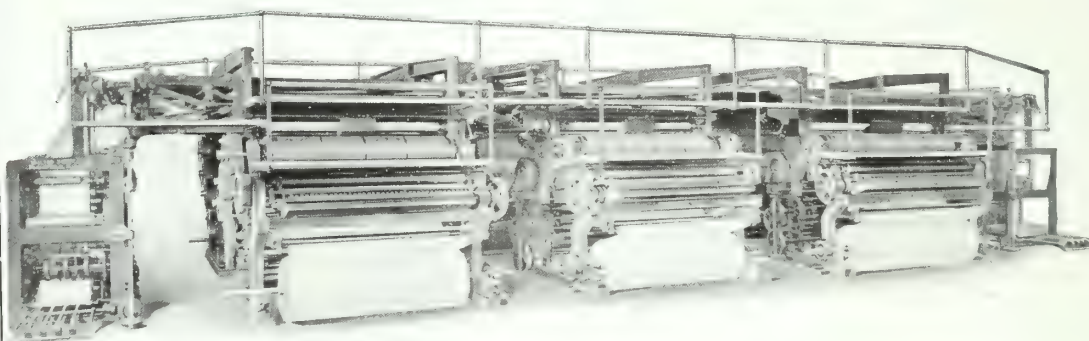


This machine prints 4, 6, 8, 10, 12, 14 or 16 page papers at a speed up to 36,000 per hour, and 18,000 20, 24, 28 or 32 page papers, folded to half or quarter page size and counted in fifties.

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The above machine can be operated as three entirely independent Quadruple Presses, or as two entirely independent Sextuple Presses, or as an Octuple and a Quadruple. When so coupled up, each independent press can be started, run and stopped as a separate press and without in any way interfering with the other presses, giving the maximum capacity at all times without any idle press-sections. The machine can be added to at any time without in the least interrupting the daily operation of the presses. Color cylinders can be readily attached to give any desired products.

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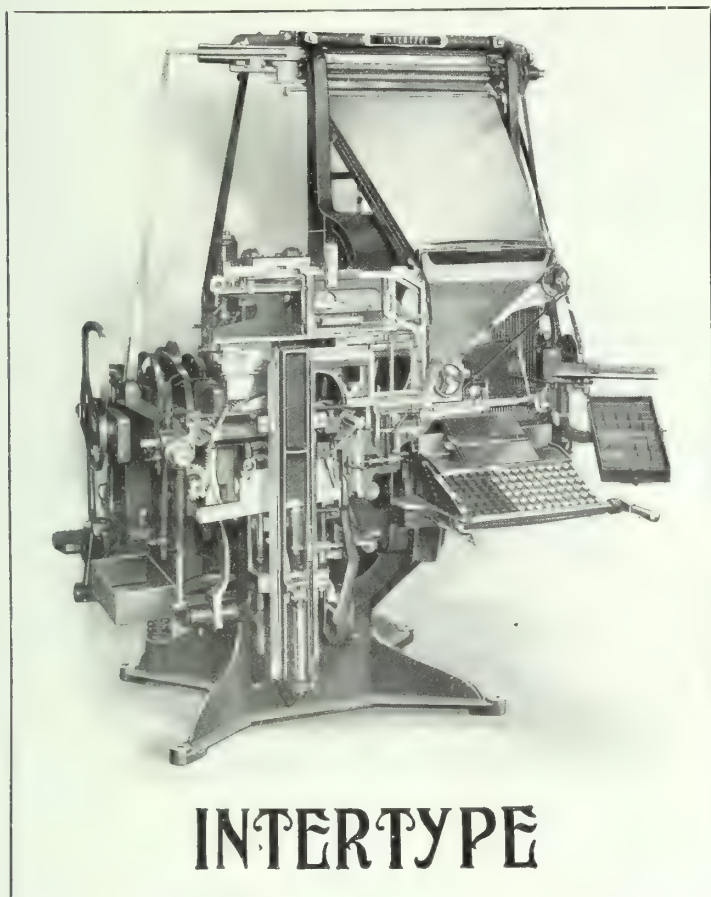
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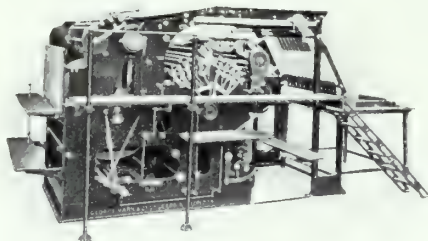
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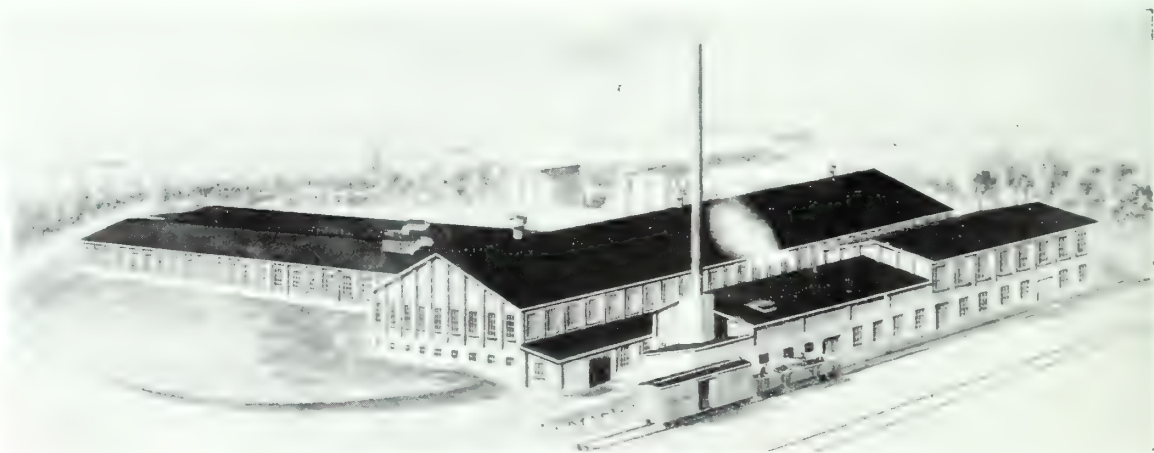
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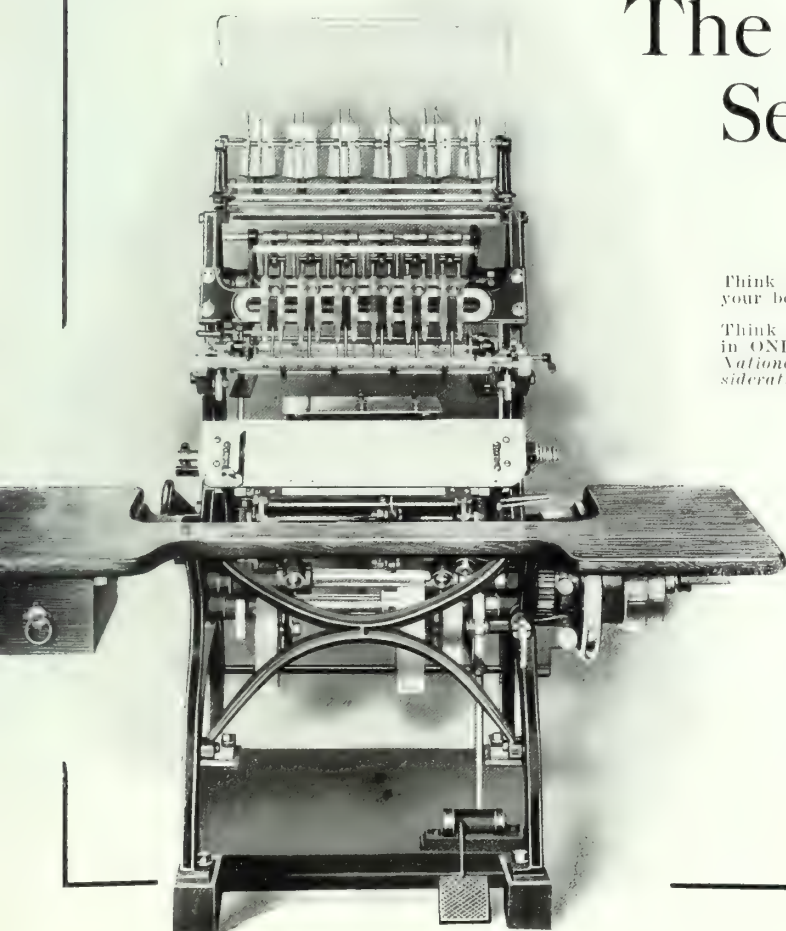
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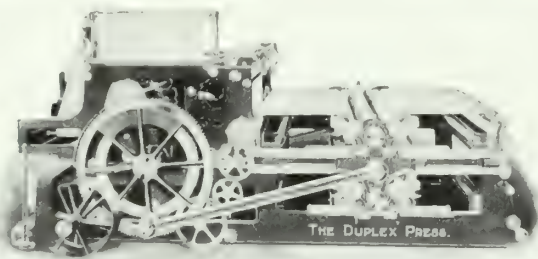
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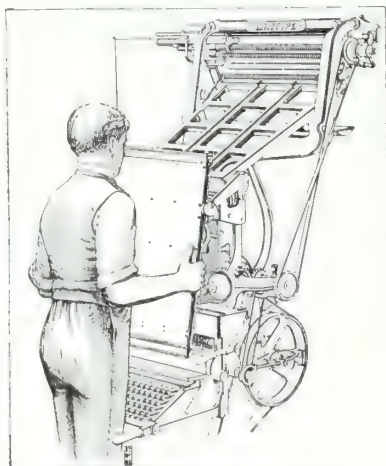
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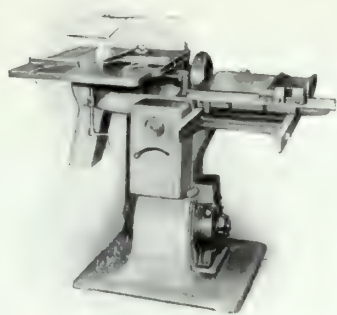
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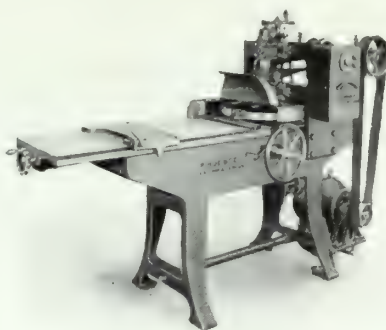
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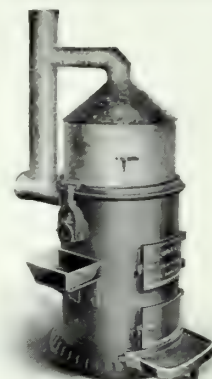
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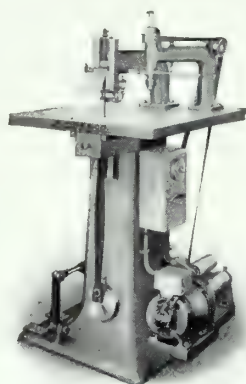
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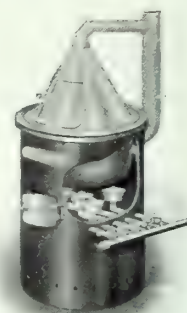
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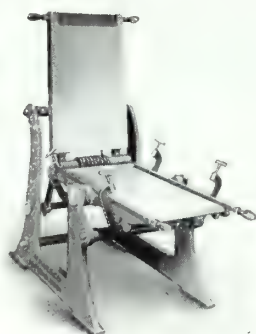
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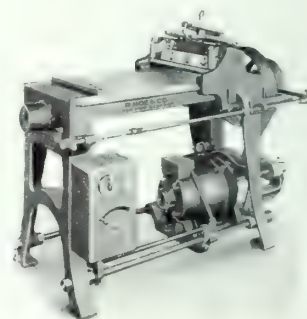
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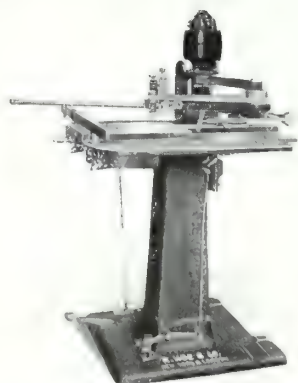
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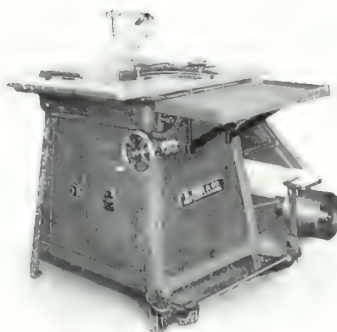
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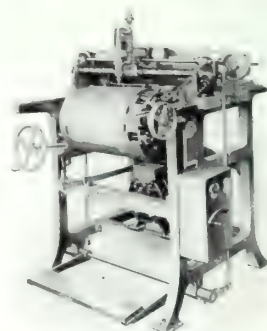
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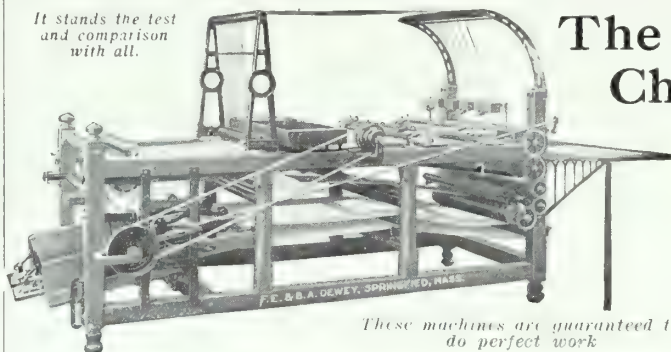
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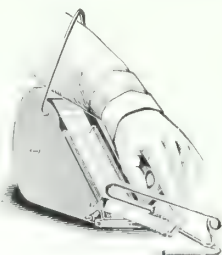
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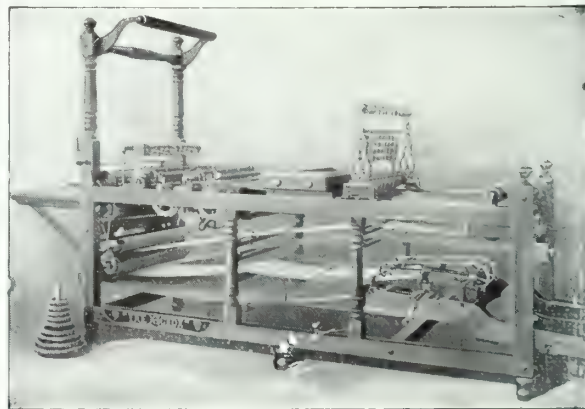


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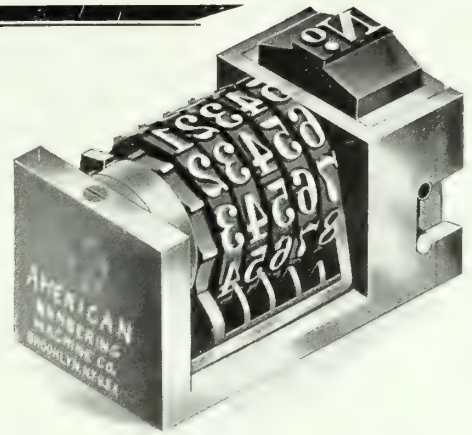
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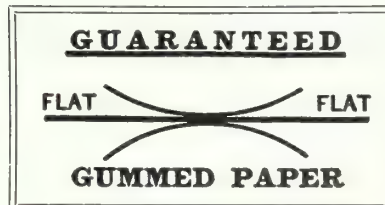
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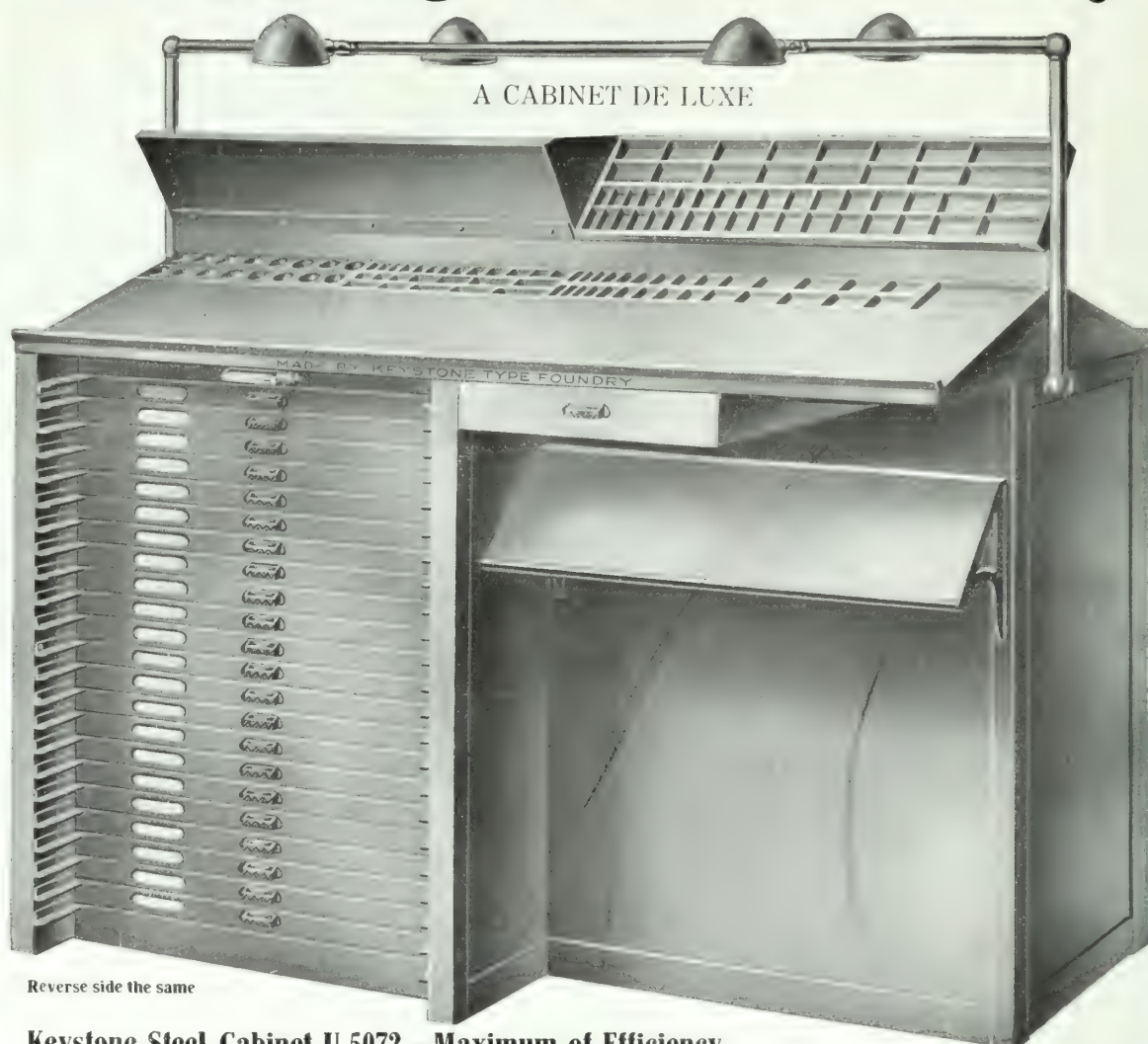
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Keystone Steel Cabinet U-5072—Maximum of Efficiency

BOTH sides of this Cabinet are exactly alike and the arrangement of the Equipment is such that when two compositors are working, one on each side of the cabinet, either has his own individual equipment—a double-depth lead and slug rack on top; a slanting work-bank the full length of the cabinet with a sunken section containing auxiliary boxes for holding half measures, justifiers or rule, and sixteen round bottom boxes for copper and brass spaces; a drawer under the work-bank of ample proportions for copy, sticks, etc., and a man's small personal belongings. There is also a shelf below the drawer large enough to hold two quarter-size cases or a dumping galley.

Such an arrangement as the above should make every compositor take a personal pride in preserving this material and keeping his equipment clean and in good order. By so doing he would concentrate adequate working material of the right kind within easy reach, save many useless steps, add to his efficiency, decrease cost of production and increase profits. A composing room equipped with these cabinets presents a fine appearance, combines efficiency and cleanliness and promotes health and good order.

The cabinet contains twenty-two extra-depth cases on each side and occupies a floor space of 17 $\frac{1}{2}$ x 33 $\frac{1}{2}$ inches. The electric lighting is excellent; four top lights and shades are so placed that the banks on both sides are well and evenly lighted and that no direct rays reach the compositor's eyes; a light is also placed over each tier of cases under work-bank.

Designed and Manufactured by

Keystone Type Foundry

Philadelphia
Detroit

New York
Atlanta

Chicago
San Francisco

CANADIAN AGENTS

GEO. M. STEWART 92 McGill Street, Montreal
PRINTERS' SUPPLIES, Ltd. . 27 Bedford Row, Halifax, N. S.
ANGLO-CANADIAN TYPE & MACHINERY CO.
124 York Street, Toronto

This insert set in John Hancock Condensed and Harris Roman

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, March, 1914

NO. 3

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

JOHN BAYNE MACLEAN, *Pres.* FINDLAY I. WEAVER, *Manager*
A. R. ALLOWAY, *Editor*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, O. S. Johnston, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; VANCOUVER, 2649 Third Avenue West, H. Hodgson, Manager; NEW YORK, U. S., 115 Broadway, R. B. Huestis, Manager; CHICAGO, 607 Marquette Building, 140 Dearborn Street, A. H. Byrne, Manager; BOSTON, 643 Old South Building, C. L. Morton, Manager; CLEVELAND, Ohio, 1246 Thoreau Road, Lakewood, T. E. Klein, Manager; LONDON, ENG., 88 Fleet Street, E. C., E. J. Dodd, Manager.

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Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.



S. & B. Type

in a printing establishment
is evidence of the owner's
good judgment.

A careful examination of the various
makes of type reveals to any dis-
cerning printer the many points of
merit and high intrinsic value
of S. & B. type. It has the greater
strength, is tougher, cuts very much
deeper and shows up clean and clear
after months and years of usage.

It has a distinctiveness not enjoyed by any other,
thus an individuality is created pleasing to the
customer and everlasting to yourself.

Our type has the prime requisites of accuracy
and style and will stand up unfailingly under
the hardest use to which it may be subjected.

There are exclusive features found only in S.&B.
type which make it stand out from all others.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



Address at Montreal Printers' Banquet*

By J. B. Lapointe

President Montreal Printers' Board of Trade

I WELCOME you all—Members of the Montreal Printers' Board—and congratulate you in making it your duty to be here to-night at this banquet which is an evident manifestation of your approbation of the good work accomplished by your executive. It is gratifying also to say here that the support of the Allied Trades has been of a great assistance to the printers in carrying our work through to a success so far.

I welcome you all—Members of the French Association and take great pleasure in congratulating you on the splendid work of organization you have accomplished in the interest of our trade, which needs really a special mention. You have shown us great sympathy and we expect with your good disposition to keep working in harmony with our Association, will bring still a broader success in the general welfare of our trade.

I welcome you all—Printers of sister cities who are showing us by your presence here that you are disposed to co-operate in our work, assuring us in advance that when the time comes you will be pleased to join a Canadian federation of all the printers of Canada, the foundation of which I believe is not far away.

I welcome you all — Our good friends from United States who have been the pioneers of progress achieved in the printing trade on the other side of the line, which we are all benefiting by to-day; and whose experience has contributed so largely in forming our organization coupled with the co-operation of our manager, Mr. Tice, who has been working very hard in bringing this organization to a success and particularly due to his tact is the harmony he has succeeded in creating between our members.

I was going to announce that the presence of Mr. G. DeSerres, president of the Montreal Technical School, was an evident manifestation of the great interest he is taking in the education of all trades and that a school for printers would soon be established. But at the last

moment, Mr. DeSerres was prevented from attending the banquet and I was requested to express his regret for being unable to be with us; on the other hand, I was informed that a supplementary subsidy had been granted to the Montreal Technical School for the purpose of the establishment of the School of Printing in accordance with the memorandum presented to the Government last August by the Montreal Printers' Board of Trade. It is therefore a great pleasure to know that we will have, without question, our School of Printing.

This Sixth Annual Banquet is a great manifestation that our organization has become of age and is entitled, therefore, to the pardon of its youth's evils, as well as to the good that it has done. But as we are always benefiting by our errors, I will speak only of the latter and what remains to be done to complete the work of progress done since its foundation, December, 1907.

Before going further on this subject permit me to state that all the good done so far is the work of my predecessors whose devoted interest is not known to you and which I have benefited myself and appreciated the merits.

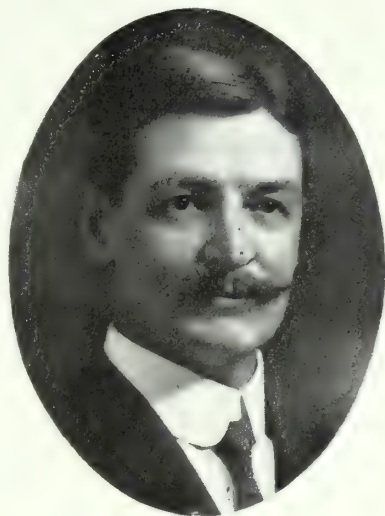
WE HAVE ACCOMPLISHED.

1. We have created the absolute necessity of being organized to protect the interest of our trade, to insure its constant and permanent development to meet existing new conditions springing up every day.

2. We have shown the necessity of conducting our affairs on a scientific basis by means of the establishment of a cost system, without which it is physically impossible for any establishment to succeed.

3. We have had a Cost Convention in Montreal at a great sacrifice for every one of us, but the results have been beyond doubt very profitable. (I may say here, without undue reference to the organizers of the French Association, that it was formed through the impulsion received from the deliberations of the Cost Convention).

4. We have also obtained the confidence between fellow



J. B. LAPOINTE

*Address delivered at Sixth Annual Banquet of Montreal Printers' Board of Trade, February 14, 1914.

printers and also of the buyer of printing who is now aware that the principle of our organization is on a sound basis and well understood.

5. We have established fine quarters for our organization where every printer, member or non-member, is always welcomed for whatever information he may need for the benefit of his business.

6. And many other good things which I think would be too long to comment upon and with your permission I will pass on to—

WHAT IS YET TO BE DONE.

1. The first question we were to tackle this year was the establishment of our School for Printing, and as I have already stated, it is gratifying to say that it is now settled and we will boost it without delay.

2. The adoption of cost systems will receive our best attention this year which is the only means of bringing up the efficiency of your establishment.

3. The affiliation of our associations is also a question of great importance and we can report progress in this respect.

4. The federation of a Canadian organization covering the whole Dominion and from which we anticipate to improve the conditions of our trade on a larger scope.

The object we are pursuing is to improve our conditions, and to place the printing trade in the standing that it should possess and assuring thereby the success of everyone—the success of all.

I therefore cannot do otherwise than to impress upon you the necessity of taking interest in the work which is taken up by our Association for the benefit of the trade at large; you owe that to yourself, to your business, for your personal satisfaction, and for the general interest of your trade which, in definitive, is YOURS.



New Wage Scale on Montreal Newspapers

An agreement was arrived at recently between the newspaper publishers of Montreal and Typographical Union No. 145 (French) and No. 176 (English) whereby members of both unions receive an increase in wages. The following table shows the result of the negotiations and the amount of increase in each case.

	Hand per Week		Machine per Week	
	New Rate	Increase	New Rate	Increase
French Evening	\$22.00	\$2.00	\$22.00	\$2.00
French Morning	25.00	2.00	25.00	2.00
English Evening	21.00	1.00	23.00	1.00
English Morning	22.00	.50	25.00	.50

Or 10 cents per thousand ems.



Why not a special car, or more than one, from Western Canada, to accommodate the printers who will attend the Cost Congress at Toronto in April? The suggestion provides an opportunity to co-operate to good effect.

To attend the Cost Congress at Toronto in April will not be an expense, but an investment and a mighty profitable one, too.

Difference of 466 Per Cent. in Estimates on a Single Job

The "L'Association Canadienne des Imprimeurs," the French printers' association of Montreal, desirous of ascertaining, at first hand, how printers make up their estimates, recently made a test, the results of which show conclusively the necessity of frequent meetings of the members of this Association, that they may study the best methods to be used by printers in making estimates and undertaking jobs.

Under a fictitious name (I. Grenier) bids were asked for the printing of 1M. and 2M. small pamphlets of 8 inside pages, with cover.

Out of 80 inquiries, 31 were received, the bids ranged from \$10.00 to \$40.00 for 1,000; and from \$15.00 to \$70.00 for 2,000 copies, showing an enormous difference of 466% on the same job. On the 1,000 quantity, 19 quotations were lower than the price established as the correct figure; one was exactly correct and the remaining 11 were high. On the 2,000 order 21 were lower and 10 were higher than the correct selling price.

According to the adopted scale of the Association the job figures out as follows:

	1,000	2,000
Paper for cover—Duplex 20 x 25 at \$6.00 per ream (180 sheets 1,000) (360 sheets 2,000)	\$2.80	\$5.60
Paper for inside—Sup. L. R. 17 x 28-36 @ 24c (270 sheets 1,000) (540 sheets 2,000)	5.85	11.70
Composition: Running—2M ems at \$1.00	2.00	2.40
Composition: Job—3M ems. 8 point at 80c	2.40	2.40
Paging: div. 4 pages at 12½c	.50	.50
Imposing: 75c for inside pages and 2 pages for cover at 25c	1.25	1.25
Make-ready and cleaning	1.25	1.25
Presswork (cover) 2M impressions per M copies	1.70	3.00
Presswork (inside) 2M impressions per M copies	2.00	4.00
Bronzing	1.50	3.00
Bronze	.10	.20
Ink	.15	.30
Stitching	.80	1.60
Cutting	.50	.75
Perforating	.50	.75
Folding: Inside, 40c per M simple folds	.40	.80
Folding: Cover, 50c per M double folds	.50	1.00
Gathering	.50	1.00
Trimming	1.50	3.00
Packing and delivery	.50	.75
	\$26.50	\$44.85



New Wage Scale in Ottawa

A new agreement covering a four-year period has been signed by the newspaper publishers and employing job printers respectively and the Ottawa Typographical Union.

The new scale provides for a minimum of \$20.00 per week to be paid ad and floor men on evening papers, machine operators in the same offices to receive \$22.00 per week. A further increase of \$1.00 per week is to take effect on January 1, 1915, and a similar advance on January 1, 1916.

The job scale has been advanced \$3.00 per week, and now stands at \$19.50 for the next four years.



HOW OTHER PRINTERS DO THINGS

Opportune Advertising

THERE IS more about good advertising than merely good copy, effectively displayed. Back of both is the "idea"—the *right* idea handled in the *right* manner and at the *right* time. But it's the "right time" we want to take for our text in this little sermonette, and our subject matter consists solely of a practical illustration.

A few months ago there were important announcements made regarding the new Welland ship canal. The announcements gave Louis Blake Duff, the proprietor of *Welland Telegraph*, an idea for some effective advertising and so he issued a neatly printed hanger on which was printed a long snake-like diagram which bore the title "New Route of Welland Canal," and in small letters at the bottom were printed "Compliments of the Welland Telegraph."

That was good advertising mainly because

it was opportune. The business men to whom it was sent appreciated the thoughtfulness of the printer and the little words in the corner were doubly effective.

The other day the same publisher hit upon another brilliant idea and we hasten to pass it on to our readers before the shine is off, so that they may go and do likewise.

This new piece of opportune advertising consists of a little folder giving valuable data regarding Parcel Post, with which was enclosed a small card suggesting that an order be given for some labels. The card is reproduced herewith. The folder contained general regulations for the new Canadian Parcel Post, such as what may be sent, weight limit, enclosures, etc. A complete list of all post offices within a radius of 20 miles of Welland (86 in all) were given and a table of rates on different weights and for the different zones was given also. And at the bottom of the title page were those effective words, "Compliments of the Welland Telegraph."

Put A Label On It

THE PARCEL POST will open new opportunities for you. You are going to find it mighty handy, and a bit economical.

- ❑ Be sure you ship right.
- ❑ On every parcel there should be the name of the sender as well as the sendee.
- ❑ Tags have a habit of coming off—they are so handy for lifting parcels.
- ❑ A good gummed label sticketh closer than the brother you have read about.
- ❑ We print labels, white or colored stock, one or two inks.
- ❑ They look well, and do their work.
- ❑ Our number is 10 in the Telephone Directory.

The Welland Telegraph
Welland, Ontario

A Commendable Policy

RECOGNITION of the fact that every individual worker should have occasional rest and recreation if he is to do his best work, has prompted the Hunter-Rose Co., Toronto, to adopt the plan of giving every one of their employees a week's holidays at full pay during the coming summer.

In speaking of the scheme to *Printer and Publisher*, George M. Rose, the manager of the concern, said: "We have put them on their honor to give us 48 hours of good honest work each week, and so far it has proved a great success."

The policy of the Hunter-Rose Co. should do much to develop that spirit of understanding and co-operation between employers and employees which means much more to both than can be estimated in cold cash.



Overcoming the Rush Order

A PRINTER handling small work, such as office forms, stationery, and similar stock, finds that his customers are apt to run out of supplies before they think to re-order. This means a rush job, and inferior work is apt to result. To overcome this he retains a small quantity of each order, with the permission of the customer, to be delivered on demand. This protects the customer from shortage, notifies the printer of the need and gives him time to get out a new supply before the reserve is used.—*System*.



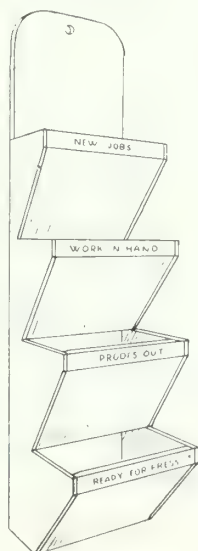
A Convenient Rack for Dockets

HEREWITH is illustrated a convenient and compact rack for holding job dockets, which is in use by the Hurley Printing Co., Limited, Brantford. The rack may be

fastened to a post near the foreman's desk and provides an easy means of classifying the various jobs in hand and of finding any desired docket without delay. Each section of the rack is sloped inward as indicated, and the bottoms are constructed so that the dockets stand evenly. The rack illustrated is made to contain Standard Uniform Job Tickets but, of course, the size can easily be made to suit the dockets in use. Your carpenter can make one at no great expense.



LARGE sizes of script type should be placed in special cases, standing upright, with a piece of piea reglet between rows to prevent damaging of face.



Esdale Press Ltd., Edmonton, Credit to West

Combined with Bulletin Job Print and Erected Modern Printing Building—
Matthew Esdale, the Manager, a Firm Believer in Cost System and Co-operation

By R. S. Van Pelt.

SOME TIME in August last, the Esdale Press, of Ottawa, was brought to Edmonton and consolidated with the "Bulletin Job," and a new, modern brick building was built to house the two plants. It stands on one of the main thoroughfares of the city, has a frontage of ninety-two feet and a depth of one hundred and twenty feet, is two storeys high and affords floor space of twenty-two thousand and eighty square feet. This building has light on all sides, having a ten-foot runway on both sides and the rear. The ceilings are high, giving good ventila-

tion. The building is steam heated and always comfortable, even when the thermometer hangs around forty below zero as it does on occasions. Large electric lights are installed, which provide for the contingency of over-time or night work. The office, which is situated in the front of the building on the ground floor, is fitted up in the most modern style, approaching the appearance of a bank, having ample room for the customers on one side of the counter and the clerical force on the other. Glass partitions divide the office from the workroom on all sides and enable those in the office to obtain an unobstructed view of the entire ground floor. The first floor is of concrete, thus giving solid foundations for all the heavy machinery. The equipment is so arranged as to save the time of workmen, thus enabling them to do their work efficiently and speedily. It is a pleasure for the employees of the Esdale Press to do their daily tasks, for it lends to their energy to enjoy the modern appliances and healthful working conditions that are afforded them there. The principal equipment consists of five cylinders, eight jobbers, one Colt, two Falcons, one power embosser, two power cutters, two folding machines, two ruling machines, two monotype casters, three keyboards, one linotype, dust-proof cabinets, rotary perforators, power punches and all other machinery that is needed in a first-class printing and binding establishment. *The monotypes are partitioned off with noise-proof walls, so that the nerve-racking thump of the casters does not disturb the workmen. Individual motors are in use on every machine that needs power. Seventy-five people are employed



"Twenty-two thousand square feet of floor space. . . . Light on all sides."
Esdale Press, Limited, Edmonton.

tion. The building is steam heated and always comfortable, even when the thermometer hangs around forty below zero as it does on occasions. Large electric lights are installed, which provide for the contingency of over-time or night work.

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The principal equipment consists of five cylinders,

under normal conditions, and when work is heavy, one hundred are needed.

The second floor is used for stock and small binding machinery, forwarding tables and finishers' benches. There is ample room for additional new equipment on both floors, and it is the anticipation of the general manager to add to his equipment in the near future.

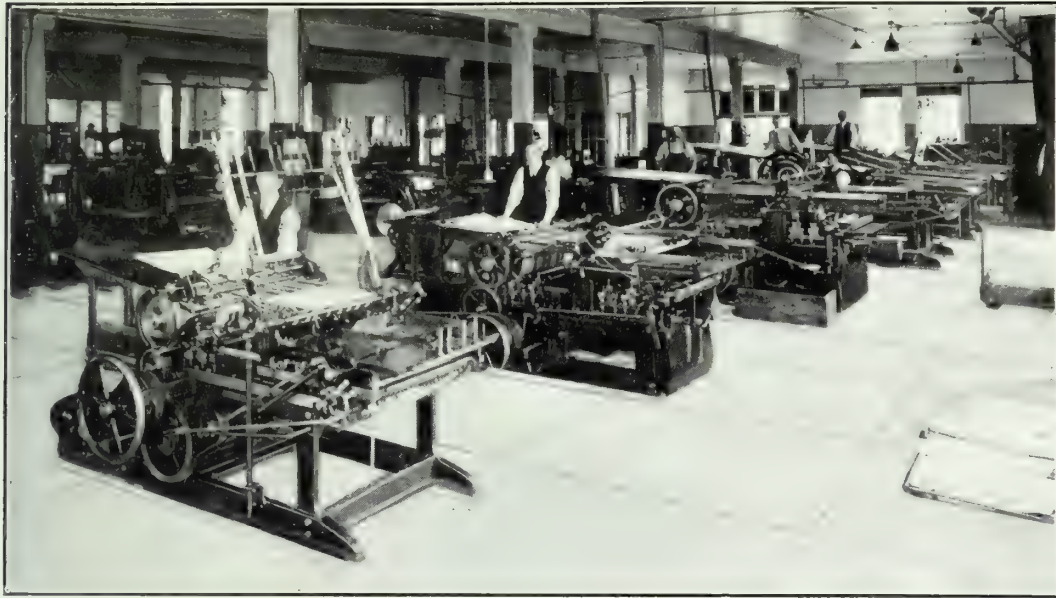
The consolidation of the plants of the Bulletin Job Print and the Esdale Press gave to Edmonton the distinction of having under one roof the largest battery of cylinder and job presses west of Winnipeg. Although the *Bulletin* was the first print shop to locate in Edmonton, it had kept well abreast of the times and all its machinery was up-to-date, though poorly arranged in the old building. When the new structure was erected and the splendid, modern plant of the Esdale Press had been moved from Ottawa, it resulted in the establishment at Edmonton of one of the best equipped offices in Canada, located in a building of which any printing concern might well be proud. Under the efficient management of Matthew Esdale, a goodly number of large catalogues have already been turned out by the new firm, many of

which were formerly sent to Winnipeg or the East. The facilities afforded by the Esdale Press for handling the larger catalogue work fit in admirably with the campaign now being successfully waged by the Edmonton Master Printers' Association to keep the home printing at home.

The Cost Congress at Toronto in April

DURING THE past month those in charge of the arrangements for the Cost Congress, which is to be held at Toronto, April 16 and 17, have been actively engaged, and plans are well under way for making the Third Canadian Printers' Cost Congress the most profitable that has yet been held. Full announcement of speakers and programme will be made in the next issue of *Printer and Publisher*. In the meantime every printer who can possibly do so should plan to attend. It should be stated most emphatically that this Cost Congress is in no sense local or provincial, but is for the printers of the entire Dominion. It is being held under the authority of the Canadian Cost

Commission for Printers, the Executive Committee of which is at present preparing a plan for establishing a national organization of printers, full details of which will be submitted to the Cost Congress and if possible, a definite decision arrived at. Present indications point to a record attendance, and no effort will be spared to make the programme of a very practical and helpful nature so that everyone will feel that the expense of time and money incurred in attending has been the most profitable investment of the whole year.



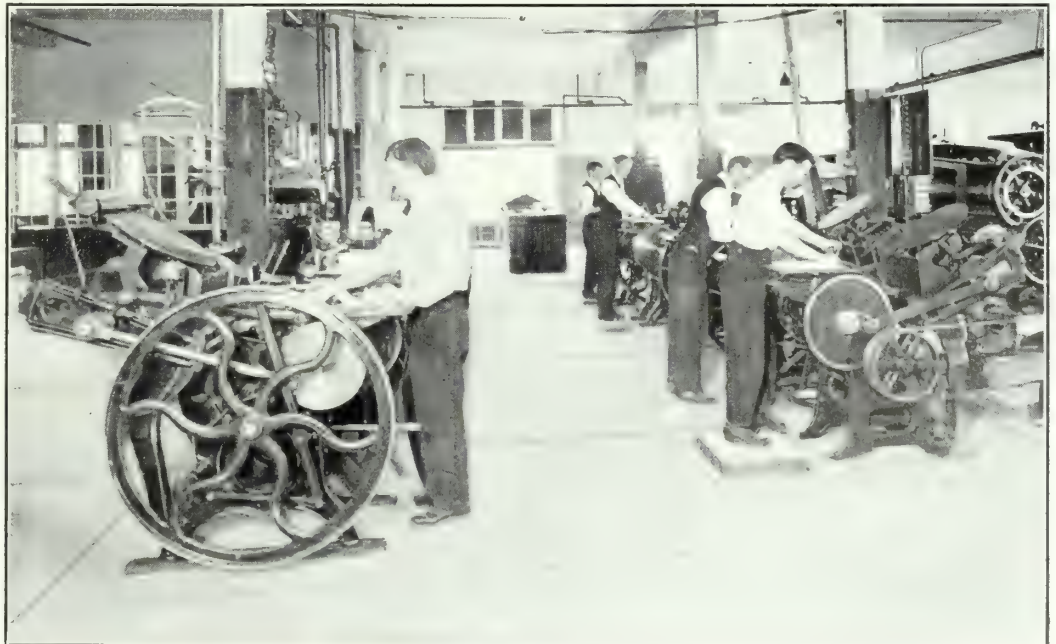
"Individual motors are in use on every machine that needs power."
Esdale Press, Limited, Edmonton.

Matthew Esdale is a firm believer in the cost system and co-operation as applied to the printing industry, and is a staunch member of the local association. Not only is he an advocate of the cost system, but he has one installed in his own shop that is kept right up to the minute and is strictly adhered to by workmen, clerical force and salesmen. When Mr. Esdale decided to come West and located in Edmonton, he was not looked upon as an intruder by those who had cast their lot there before him, but was given a hearty welcome by his fellow printers, and soon proved himself to be a valuable member of the printing fraternity.

If any fellow-printer who reads this article ever drops into Edmonton, he is invited to go to the Esdale Press and look the plant over, and it is probable he will gain some new ideas as to arrangement of equipment and printing office management.



THE Canadian Cost Commission for Printers will submit a plan for a Canadian Organization at the Cost Congress at Toronto in April. Will you be there?



"The largest battery of cylinder and job presses west of Winnipeg."
Esdale Press, Limited, Edmonton.

THE RESET SPECIMENS

WHO would ever dream that compositors are in reality craftsmen? That the work of displaying a job of printing really calls into play many of the important forces of personal salesmanship? And yet one can hardly review any representative group of printing samples without being forcibly impressed with the fact that the manner in which the compositor handles a piece of work has a great deal to do with selling the commodity or service being offered.

Take, for instance, two different pieces of work recently received by *Printer and Publisher's Review Department* from two different compositors.

One was a catalogue with a restful, inviting cover that seemed to whet curiosity and induce further consideration. The orderliness and simple beauty of the inside pages admirably conveyed the prestige of the concern and the quality of their goods, and seemed to create a feeling of sincerity in the proposition.

The other was more on the style of a descriptive booklet, and possessed far greater possibilities and scope for the display of the compositor's selling ability. The cover itself was repulsive and crude, and if the busy merchant should chance to glance inside, it would only be for dire need of the goods likely to be described. However, we may rest assured that doubts would arise in his mind as to the ability of the manufacturer to supply him with satisfactory goods.

Considering both pieces of work from the standpoint of their selling value, in whose goods would you place most confidence?

Before planning the arrangement of your next piece of work, why not consider it on a similar basis to this?

Be sure the "atmosphere" in which you present the manufacturer's goods or service is truly representative of the policy of that concern.

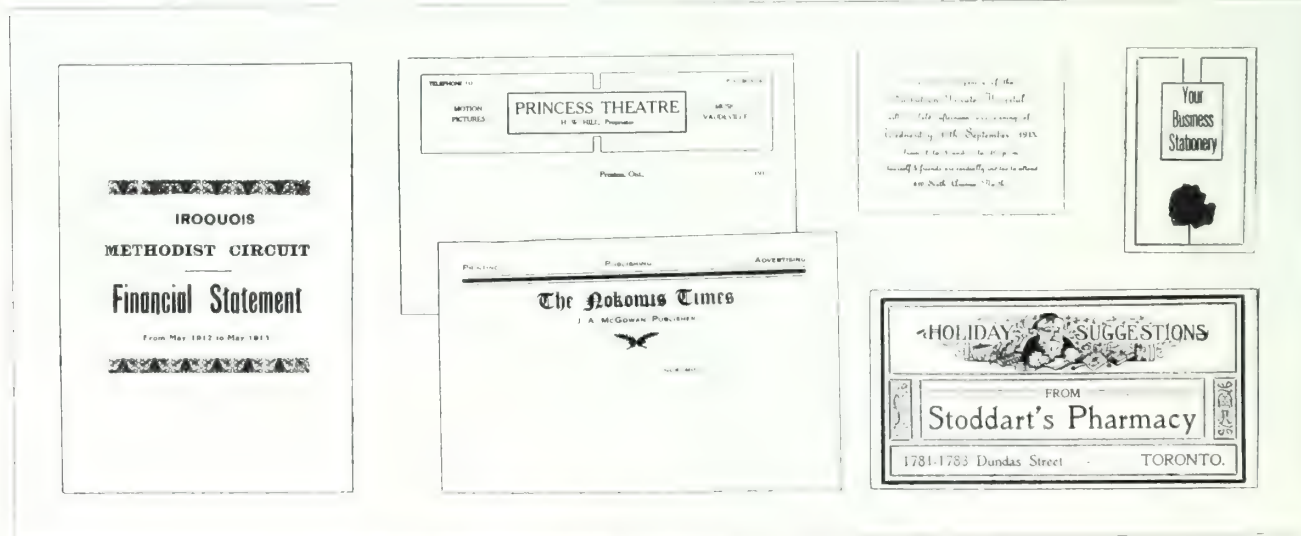
Looking at Figure 1 from the standpoint of the atmosphere it creates, several improvements are immediately obvious. The quiet dignity and simplicity usually associated with ecclesiastical affairs is noticeably lacking in this specimen. The compositor also overlooked the possibilities of symbolic and appropriate decoration which matters pertaining to the church usually offer so abundantly. The reset is offered as a suggestion for overcoming these disadvantages to some extent.

Many compositors still seem to feel it requires numerous panels and other decorative material to produce a distinctive piece of work. On the contrary it is usually the simple piece of work in which the decoration is hardly noticeable that is most impressive. Take, for instance, Figure 2, in which it seems quite probable the panel arrangement was decided upon before that of the type matter, as the matter in the larger panel does not balance up properly. Compare with the reset suggestion, in which the pleasing arrangement of the type matter was the first consideration. Notice how the distinctive effect is secured by the two little spots of appropriate decoration.

Adhering strictly to accepted form and convention the printer is apt to get into a rut and thus dwarf the expression of individual preferences. While the original of Example 3 looks well in the accepted form of such announcements, the printer can frequently add individuality to the product of his office by turning out such pieces of work in an unique and different fashion. The reset is offered as a suggestion in this respect.

One of the most common errors in the setting of letter-heads is that of having the matter too large. While the

(Continued on page 46)



The specimens from which the resets were arranged.

FINANCIAL STATEMENT

FROM MAY, 1912
TO MAY, 1913



THEODORE VAN
PUBLISHING COMPANY



187

CESS THEATRE

MOTION PICTURES, MUSIC
VAUDEVILLE



STON, ONT.

610 SIXTH AVE. NORTH

THE NORMAN TIME

1000-1100

1100-1200



YOUR
BUSINESS
STATIONERY

HOLIDAY SUGGESTIONS

from

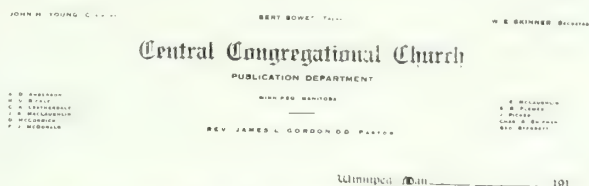
REVIEW OF SPECIMENS

ANYONE with a liking for the artistic in printed matter cannot fail to be impressed by the dainty little motto cards being turned out by Harry W. Leggett, of Ottawa. All of the cards are reproductions of hand-lettered designs by Mr. Leggett, and are printed in two or three different colors. Mr. Leggett's artistic instincts are well expressed in the pleasing variety of designs and the judicious combinations of inks and kinds of stock.

When Mr. Leggett first took up the study of hand-lettering some time ago, it was merely to satisfy the desire for the creation of beautiful things. Now he is going to give the public the opportunity of enjoying the fruits of his efforts and it may safely be said the character of Mr. Leggett's work will win him many enthusiastic admirers.

Up to the present time Mr. Leggett has been doing this work—designing, printing, and finishing—during his leisure hours in the little studio he has fitted up in his home, which he pleases to call his “den.” Surely this

is a most profitable pastime for any aspiring printer. From Progressive Publishers, Winnipeg, is a pleasing business card and a simple and well-arranged letterhead.



Pleasing letterhead from Progressive Publishers, Winnipeg. The initials of the main line were in red ink.

In the letterhead, which is reproduced, the initials of the main line are in red, with the balance in black.

Minto (Man.) Packet sends in a cover page printed in black on green antique stock. The character and appearance of the whole does not come up to the expectations of what a church report cover should look like. A

white or light-colored stock is more desirable than the dark green used on the original. A more pleasing arrangement of the original would be to combine the middle and lower groups at the top of the page, with the upper group at the bottom. A simple, light rule border could then be used, making it larger than the original so that there would be more space between the border and type matter.

Among the samples received from Thomas Wade, Cowansville, Que., is a pleasing and well-arranged programme cover. Much of the attractiveness of the design is due to the fact that one series of type has been used throughout and the panel rules are quite in harmony with the type face. Probably the only improvement that could be made on this specimen would be to set all the lower case lines in a size smaller type.

The package of samples received from J. W. Short, of the Galt Reporter Press, Galt, Ont., seems to offer new light on the problem of pleasing typographical display. It is evidenced by his work, Mr. Short takes the stand that each piece of work presents its own peculiar problems, and therefore requires individual study and treatment. Because a certain style of treatment seems suitable to the cover of a church financial statement with very



Harry W. Leggett, Ottawa, expresses his individuality in orderly arrangement and pleasing combinations of inks and stocks.

little matter, it does not hold good that a similar treatment would be desirable for the cover of another church statement on which there is a large amount of matter and for which a stock of entirely different character is to be used. It is probably the individual study and attention Mr. Short gives the new problems presented in each piece of work that gives to all his productions the stamp of character and pleasing originality. A few of Mr. Short's latest specimens are reproduced on this page.

The Cupar (Sask.) *Herald* sent in a rather attractive and interesting programme booklet. The cover is a green antique stock with the type design in deep blue and pale green. The type used for the cover, which is reproduced herewith, seems a trifle heavy, and the page would look better if the whole design was lighter in tone. The inside pages are very pleasing in brown and green on grey dull-finish coated.

A printing office that believes in having its advertising of a character that truly represents its ability to turn out high-class work is the O.K. Press, Winnipeg. The motto-card-calendar reproduced on this page is partly from a hand-drawn design, and is printed in red and black on a good quality grey antique deckle-edge stock. The deckle runs along the lower edge of the card.



A few of the latest productions of that master craftsman of the case, J. W. Short, Galt, Ont.



A cover page from Cupar, Sask., *Herald*, that might look better if treated in a lighter tone.

The Reset Specimens

(Continued from page 40.)

This particular specimen would look much better if the matter was set smaller and not spread out quite so much.

One good rule to observe in typographical display is never to use panels unless absolutely necessary. At first glance there may seem no reason why panels should be used on Example 5. But after studying the three words it will be noticed they almost require a panel when centred in this fashion. If the compositor had aligned the three lines on the left hand side and

placed an ornament directly underneath, the time spent on making the panels would have been saved.

That a simple arrangement is often more pleasing than a decorative one is obvious by a comparison of the original and reset of Example 6. Even with its great amount of decoration the original is not nearly so inviting as the reset suggestion and probably took about four times as long to construct. If further decoration was desired in the reset the border could be changed to a twelve or eighteen point holly border and small appropriate ornament placed just beneath the left-hand side of the heading.

Why not help the editors make these monthly Reviews of Specimens of direct practical value to you by sending some of your specimens for inclusion in it? Send some along to-day to insure insertion in the April issue.

DON'T worry when you stumble — remember, a worm is about the only thing that can't fall down

Designed and Printed By
Quality Press Printers
LIMITED
346 WILLIAM AVENUE

FEBRUARY													
SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.							
1	2	3	4	5	6	7							
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							

Well-designed wall card from O.K. Press, Winnipeg.

A Modern Eastern Canadian Printing Office

Splendid Two-Storey and Basement Building Now Houses the
Graphic Print Shop, Campbellton, N.B.—Replaces One Burned

WHEN the town of Campbellton was destroyed by fire, July 11, 1910, the *Graphic* plant, which was one of the best equipped country papers in the Maritime Provinces, was entirely destroyed, not so much as a quoin being saved from the disaster.

The company which controlled the *Graphic* decided that they would not reorganize. Under these circumstances, H. B. Auslow, who was one of the principal stock-



Home of the *Graphic*, Campbellton, N.B.

holders of the old company took upon himself the task of re-establishing the *Graphic*. One week after the fire the *Graphic* appeared in four-page, 6-column form, being printed at the *Advocate* office, Newcastle. The Campbellton office for the first two months was a military tent pitched on the heights of the town among the evergreen trees, where the editor, manager, reporter, etc., did his work and made his home.

In the meantime preparations were being made to re-establish business in town. A site was chosen and leased for a year with the option of purchase. This site is in the heart of the business district, being only about three hundred feet from the Post Office, and the three banks are in the same block.

For the first year a temporary building 17x25 was erected. This was well lighted and was sufficient for the compact job plant, which was installed in October and was immediately rushed with orders. As it would be impossible to install the heavy newspaper machinery in temporary quarters, it was decided to continue printing the *Graphic* at Newcastle until permanent quarters could be provided.

In the meantime plans and specifications were prepared for an up-to-date newspaper office, so that if possible an early start could be made in the spring of 1911.

Tenders were asked for the work of erecting a wooden building 30 x 43, with "L" 18 x 20, two storeys, with fire-proof concrete basement full size.

Later in the season it was decided to proceed with the erection of the building, partly by contract and partly by "day work," with the result that to-day the *Graphic* has a handsome building of fire-proof material at a considerably less figure than the lowest tender on a wooden structure.

The basement is of solid concrete, well-lighted and fire-proof. The ceiling of the ground floor of the main building is of reinforced concrete, steel rails being em-

bedded in the cement. The height of the basement is eleven feet. The front half is the pressroom. Here are installed the large newspaper press and folder, electric motor for power and steam boiler for heating purposes. The balance of the basement is used for storage purposes, but is well lighted and can be used for a composing or job room if growth of business warrants.

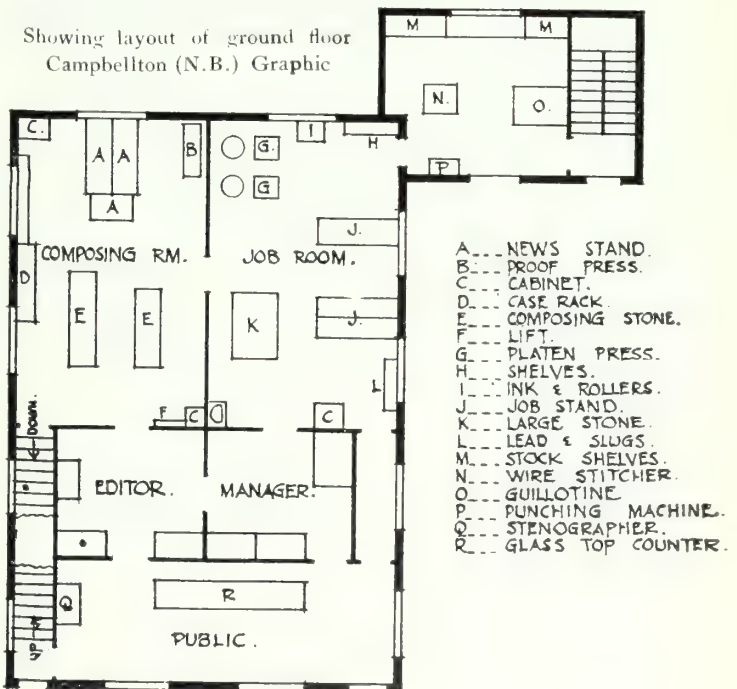
The front of the first floor is divided into a public office and two private offices for manager and editor, with an entrance for employees. To the rear of the manager's office is the job room, while the newspaper composing room is in the rear of the editor's office.

The public office is lighted by two large plate glass windows and is finished in native spruce stained to dark oak with walls sheathed with hard pine finished in the natural. The private offices are divided from the public office by a partition of wood and obscure glass while the glass panels of the office doors are neatly lettered.

These workrooms are large, airy and well lighted. The walls are of spruce painted in harmonious colors.

In the job room the equipment is laid out to save every possible step and to facilitate work. There are two jobbers for the lighter commercial work. These presses are driven by a small electric motor. The latest and best type faces as well as handsome and dustproof cabinets, imposing stone, etc., with labor-saving devices have been purchased.

In the newspaper composing room an Intertype has been installed, which greatly facilitates the getting out



of the paper. The forms are sent to the pressroom by means of a "lift."

Campbellton, despite the disaster which befell it in 1910, is a growing town and when the growth is sufficient and a daily paper is demanded, the *Graphic's* new building will be sufficiently large to care for its publication.

Halifax Herald Home Replaces One Burned

\$100,000 Steel and Concrete Structure Occupied Jointly by Dennis Publications and Royal Print & Litho Limited—Newspaper Confined to One Floor

READERS of *Printer and Publisher* will call to mind that just a little over two years ago, the exact date being January 12, 1912, the substantial building and plant of the *Halifax Herald* and *Evening Mail* was completely destroyed by fire. With the thermometer below zero and a fierce blizzard raging the two papers were burned out of house and home, about the only thing that was saved being the subscription records. Publication was not interrupted, however, for a single day, due to the courtesy of contemporary publishers, and after 19 days' strenuous effort a complete new plant had been gathered together from every part of the continent and the papers were again issued from their own presses in temporary quarters. A little later the *Herald* and *Mail* were fortunate in securing a suitable building site in the heart of the business district of Halifax and last October moved into their fine new home, which is conceded to be the most modern building devoted to the printing industry in the Maritime Provinces.

The new building is of concrete and steel construction, and was erected at a cost of \$100,000. It is 4 storeys in height and has a frontage on Argyle street of 126 feet by a depth on Sackville street of 75 feet. Its numerous windows provide an abundance of light and make working conditions ideal from that standpoint. A standpipe on the roof of the building and fire hose on each floor are additional precautions against damage by fire to the building or contents.

ALL DEPARTMENTS OF PAPER IN SIGHT.

The large dimensions of the new building, over 7,000 square feet to each floor, presented unusual possibilities in the laying out of the offices and plant. A somewhat unique arrangement has been effected in that the entire home of the newspapers is confined to one floor. The business office, editorial and mechanical departments are separated only by plain glass partitions, thus the entire plant is in view from practically any point.

The machine composition is handled by five linotypes, three of them being model 5 and two multiple magazine machines, model 8. Individual motors are used on all machines throughout the establishment, thereby doing away with the inconvenience and waste incident to the use of overhead shafting.

New equipment installed at the time the new building

was occupied includes a Potter three-deck press, having a capacity of 20,000 papers per hour.

The second, third and fourth floors of the building are occupied by the Royal Print & Litho Limited, whose president is Senator William Dennis, who is also managing director of the *Herald* Company. The second floor is devoted exclusively to the printing department and the third to lithographing machinery and equipment. The top floor makes an ideal home for the photo-engraving department and a portion of it is used for the bindery.

The Dennis publications, as the *Halifax Herald* and *Mail* are widely known, were established in 1875, the attics of two dwellings being used for some time. J. J. Stewart and William Dennis secured control at a later date and afterwards Mr. Dennis became sole proprietor. The business is now an incorporated concern conducted under the name of *Halifax Herald, Limited*. Senator Dennis, however, still remains at the helm and as president of the stock company and

principal owner, is largely responsible for its success.

William H. Dennis, a nephew of the Senator's, is vice-president and manager of the papers, and the remarkable progress made by the *Herald* and *Mail* in both circulation and advertising patronage is due in large measure to his enterprise and ability.

ROYAL PRINT AND LITHO IS LARGE CONCERN.

As stated above, the Royal Print and Litho, Limited, occupies the second, third and fourth floors of the *Herald* Building. This company was incorporated in the year 1900, being the amalgamation of three small companies, the Nova Scotia Printing Company, Eastern Lithographing Company and McAlpine Directory Co., the authorized capital being \$150,000, \$100,000 of which was subscribed and paid up. There has been no change in the ownership since that date. The original charter of the company, however, was amended in 1913, changing the name from McAlpine Publishing Co., Ltd., to Royal Print and Litho, Limited. The first president of the company was Geo. E. Boak. He was succeeded by H. W. Barnes who was in turn succeeded by the present president, Hon. William Dennis, Senator.

In point of equipment and lay-out of plant the Royal Print and Litho is particularly fortunate. To begin with their new premises give them about 22,000 square feet, or



New Building Occupied by Herald and Mail and Royal Print & Litho, Halifax

about three times the floor space of the old premises formerly occupied. In these commodious quarters their machinery and other equipment are arranged so as to secure the minimum of waste time and the maximum of efficiency in the production of every job. The plan of the second floor, which is devoted to the book and job printing department, is shown on this page and gives an excellent idea of the admirable arrangement of equipment on that floor. The lithographing, photo engraving and bindery departments are equally well laid out.

Three standard monotype equipments handle the machine composition and these are enclosed in separate rooms from the hand composition department. The press equipment in the printing department consists of 1 Hodgman, 1 Optimus and 1 Pony Cottrell, as well as a battery of five platen presses. In the bindery are installed all machines required for the efficient and economical handling of the most difficult work. These include 3 National paper cutters, 2 Latham perforators, ruling machine, punch, numbering machines, Brown folder, bundling press, stitchers, etc.

One feature of the Royal Print and Litho equipment that might well be emulated by other printing concerns is their individual motor equipment. There is not a bit of shafting in the entire establishment, every machine being equipped with its own motor.

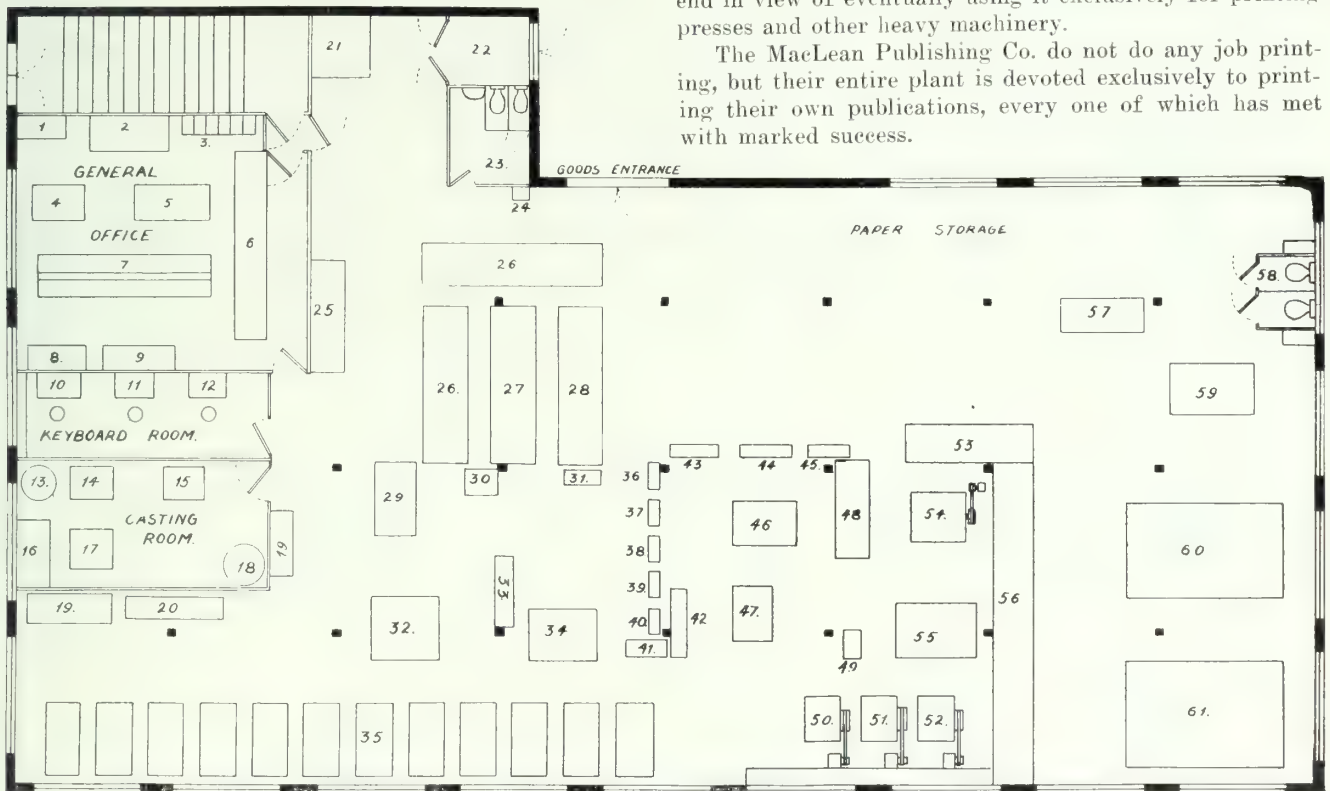
Big Addition for MacLean Publishing Co.

THE BUSINESS of the MacLean Publishing Co., Toronto, proprietors of *Printer and Publisher* and a large number of other trade papers and magazines, has increased to such an extent as to render the present three-storey building entirely inadequate for their needs, despite the fact that the press equipment and the battery of linotypes is kept running regularly night and day.

The MacLean Publishing Company began in December last, the erection of a five-storey building 50 x 100 feet, which will be connected with the present building by means of a short gallery, constructed of iron and glass. The new building is being built of red brick, with white stone trimmings. It is built on a corner of the block owned by the MacLean Co. at University Avenue and Agnes street. In view of the widening of certain streets and the recent inauguration of a cross-town car service, the MacLean property is situated at the corner of what are destined to be two of the most important thoroughfares in the city of Toronto.

The new building will provide ample quarters for the editorial, business, advertising, circulation, art and advertising departments, and will permit the mechanical departments to take over the entire three floors and basement of the present building. This arrangement was in mind when the building was erected, a few years ago, and it was strongly constructed of concrete and steel with the end in view of eventually using it exclusively for printing presses and other heavy machinery.

The MacLean Publishing Co. do not do any job printing, but their entire plant is devoted exclusively to printing their own publications, every one of which has met with marked success.



Layout of printing department, Royal Print & Litho, Limited, Halifax

KEY TO PLAN.

- | | | | | |
|----------------------------------|-----------------------------------|---|---------------------------------|---|
| 1 to 9. General Offices. | 20. Galley Cabinet (198 Galleys). | Table (42 x 72). | 39. Galley Cabinet. | 54. Paper Cutter. |
| 10, 11, 12. Monotype Keyboards. | 21. Vault. | Stone (42 x 72). | 40, 41. Type Cabinets. | 55. Dry Rack and Stock Table. |
| 13. Air Compressor. | 22. Elevator. | 33. Foreman's Desk (Book Dept.). | 42. Foreman's Desk (Job Dept.). | 56. Table with Ink Closets and Roller Cabinets. |
| 14, 15, 17. Casting Machines. | 23. Wash Room. | 34. American Imposing Table (48 x 72). | 43, 44. Wood Type Cabinets. | 57. Roller Cabinet. |
| 16. Work Bench and Tool Cabinet. | 24. Sink. | 35. 12 Tracey Cabinets (48 cases each). | 45. Roller Proof Press. | 58. Lavatories. |
| 18. Automatic Melting Furnace. | 25. Galley Cabinet (198 Galleys). | 36. No. 6 Galley Cabinet (48 Galleys). | 46. Stone. | 59. Pony Press. |
| 19. Sorts Cabinets. | 26 to 28. Stock Racks. | 37. No. 14 Cut Cabinet. | 47. Ramaley Table (36 x 60). | 60. Babcock Optimus 36 x 52. |
| | 29. Hand Proof Press. | 38. No. 6 Galley Cabinet. | 48. Table. | 61. Huber Hodgeman, 40 1/2 x 52. |
| | 30. No. 5 Form Rack. | | 49 to 52. Job Presses. | |
| | 31. Lead and Slug Storage. | | 53. Stock Tables. | |

A PAGE FOR APPRENTICES

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto.

Part 7.—The Use of Initials: How, When and Where.

INITIAL letters have been used for the illumination of book pages from time immemorial—long before the invention of printing; but in order to get the best results from their usage the compositor must, in their selection, pay particular attention to the shape and size of the page, whether initial is for a second color or in same color as body type, and also to the face of type to be used in connection with initial. The initial is a very gregarious subject but the company should always be well chosen. If in doubt at all as to mode of procedure it is always advisable to use a larger size of the type used for text, although various forms of combinations have through general usage been universally accepted as correct.

ALIGNMENT.

Primarily let us draw attention to the alignment of the initial. To get results that will bear criticism the initial should line with the top of the body type; also, the bottom of the initial should line with one of the lines of same, whether it is meant to cover two or more lines.

In cases where the elements of the initial are vertical (as in the letter H) the first line should be set close to the initial and the next lines slightly indented, but not more than the distance between the bottom of the initial and the first line set across the full measure (see ex-

ample 3), but in the case of the letter "I" used as the first person singular commencing the paragraph all the lines following to the depth of the initial should be indented the same. Where the letter "A" is used as an initial it should be mortised so that the first line is set back and the succeeding lines can then be set close to the face of the letter (see example 1). With letters of the reverse order (T, V, etc.) the form of procedure to which we called attention in the case of "I" occurring as a word should be used (example 2).

To overcome these difficulties of alignment it is sometimes in order to use panel rules or borders surrounding the initial letter (see examples 4 and 5), but if the work on hand is not of an artistic nature this form is not recommended as the florid style of ornamentation would not be adaptable to the needs of works of a serious character.

HARMONY WITH BODY TYPE.

When combining body type of one face with an initial of another care should be taken to avoid some of the pitfalls which young compositors often fall into through lack of discretion or want of tuition. Never under any circumstances use a missal or black letter face of any kind with modern roman body, but if the work is of a scholastic or learned nature and the text is set in old

ALL printers, of course, want to make a profit. When they figure on a job, they usually expect to make a profit, if they get it. Yet, we see everywhere printers who are working hard for an insignificant salary and are wearing out their plants without accumulating sufficient coin to replace the machines when they are ready for the scrap

1



5



4



8

O often a building is dedicated a monument unveiled with reference, or none, to the from whose mind it was evolved. Surely we owe such a one a fitting tribute, particularly as the future is a

TO live in Washington is in itself a tion. For the purposes of study the advantages of the National C surpassed by those of any other city in our

2

BOYS differ as much in their intellectual their personal appearance. One is st take few studies, another is bright and progress. One begins his school work another at five. One has lived abroad and speak

6



9

THE Annual Meeting of The nicipal Art Society of Balti will be held at McCoy Hall, Hopkins University, on We day evening, January 13th, at eight o'clock. Mr. Frederick Law Olm

CERTAIN features of a Casualty Comp work should be looked into with grea in order to be sure that the company' position is broad and fair, and that it is cially able to live up to its contracts

3



7

MEASURED by this standard our pany is par excellence the surety pany of the bankers of America. do the largest business of all th panies writing fidelity bonds up officers and employees of banks and trust com



10

His finest and most beautiful Cover paper produced and has no equal in points of quality, strength, finish or color. Its superiority is due to the selection of the best grade of rags suitable for Cover purposes combined with skill in manufacture. The papers are manufactured in

style or old style antique the same can be introduced with good effect, especially (in the event of old style type being used) if the initial is toned down by the introduction of some warm color. (See examples 6 and 7.)

Shape of the type used and page form is another

to the suitability and usefulness of these are appended. It is perhaps applicable at this portion of the series to draw attention to the fact that all examples of initials, borders, ornaments, etc., used as illustrations in these papers are typefounders' stock material, no specially cut or drawn subject being shown.

SYMBOLICAL MEANING AND ADAPTABILITY
OF INITIALS.

A and B—Well adapted for use in books suggestive of an earlier period (note tonal balance of type and ornamentation in example "A" and similarity of rugged element of letter and drawing in "B").

C—Literature.

D—For works of a financial order.

E—Harvest.

F—Roman torch, significant of commerce or power. For use in works of financial corporations, etc.

G—Fruit (plenty).

H—Nautical.

THEN shall thy light
forth as the m
and thine healt
spring forth speed
thy righteousness
go before thee; th
of the Lord shall
rearward. ♣ Then shalt thou c

11

TO live content with s
means to seek eleg
rather than luxury,
refinement rather
fashion to be worthy, not res

12

WHAT is a sonnet? 'Tis
the pearly shell
That murmurs of the
far-off murmuring sea;
A precious jewel carved
most curiously;
It is a little picture
painted well.
What is a sonnet? 'Tis the tear that fell

13

consideration. It is extremely bad taste to use a condensed initial with extended type and vice versa. Period and suitability of initial to matter in hand is set out in examples 8, 9 and 10.

DECORATIVE INITIALS.

The use of decorative initials is principally confined to book work of an illuminated character and is a custom handed direct from the time of parchment scrolls and the missal period. On all works of this character—printed on antique stock of white or tinted hue, in old style type, and in combination of red and black or preferably red-orange and black, their use is marked by a richness of effect that is reminiscent of all that is good in middle-age typography and calligraphy (see examples 11, 12 and 13). It will be noticed that the alignment in these cases is varied—11 and 13 line with top of decorative spot, whilst example 12 lines with top of letter. Both examples are perfectly correct and in good taste.

In examples A to M inclusive will be found various adaptations of typefounders' initials, and suggestions as



A



B



C



D



E



F



G



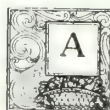
H



J



K



L



M

J—Vase and foliage (all titling letters adapt themselves to this form of decoration).

K and L—Roman ornamentation (Caslon or French Old Style both in tone and period match these).

M—Missal initial (based on period of hand-lettered missals).

THE RESET ADVERTISEMENTS

PROBABLY there is nothing else that more frequently gives an advertisement a confused and repulsive appearance than to have several display lines jumbled together. Try as one might to arrange the matter neatly, it is difficult indeed to secure anything like a pleasing and orderly arrangement.

Take for instance Example 1, where there are so many display lines at the top of the advertisement. A futile attempt has been made to give prominence to the different lines by the use of curved lines, underlining rules and time-consuming panels. Yet no lines stand out unmistakably as they should.

Notice by comparison with the reset suggestion how much stronger the individual display lines are when separated and grouped in different parts of the advertisement. Note also that the theme of the advertisement is brought out strongly and forcibly by the large cap line at the top. Better balance has also been secured in the reset and the border is not so irritating.

The question of what size of type for the display lines as compared with that of the body matter apparently creates considerable trouble with many compositors. Usually these lines are set too large in comparison with the body matter, but in Example 2 we have display lines far too small, not only in comparison with the size of type used for the body matter, but also with the tone of the border and the amount of white space. Being so close to the heavy rule border the heading is almost lost, and this was particularly apparent when the ad. appeared among many others on the newspaper page. It may also be said that the manner in which white space is distributed about this ad gives it a sort of looseness or lack of unity.

In the reset example the subdued border serves to make the type matter stand out better, the heading is in more pleasing proportion to the body matter and the arrangement of the different groups creates an unmistakable feeling of unity.

A peculiarity of Example 3 is that there is little the

matter with the arrangement, and yet there are many things the matter with it. From a typographical standpoint it is fairly good, except that it was set a little close to the side columns. However, looking at it from the advertiser's viewpoint, it probably does not adequately convey the prestige and importance of this concern that an ad of a different character might. A suggestion is offered among the resets that would probably give greater character and distinction to this advertisement.

The uselessness of much of the rulework appearing in many newspaper ads is well illustrated in Example 4. Underlining display lines and paneling the type matter adds nothing to the value of the ad, but it does add a considerable amount to the cost of production. For this reason alone, if not for the appearance of the ad, it is advisable to avoid panels and underline rules. The reset is offered as a more effective way of arranging the matter without the use of panels and underlines.

To fully appreciate the value of white space in an advertisement it is advisable to look over one's work when

(Concluded on page 57.)

Phone 5 P.O. Box 171

RAPID CITY TRADING

COMPANY

THE PEOPLE'S STORE

REDUCTIONS

Being overstocked in several lines of winter and other goods, we are marking them at a price to make it worth your while to come in and secure

SOME REAL BARGAINS

Bring Us Your Butter and Eggs

BIG REDUCTIONS!

Big Reductions in All Lines of

WINTER GOODS

To make room for Spring Merchandise which will be arriving from now on.

Men's and Boys' Overcoats at factory prices, and, in some cases, less. What we say we will do, we do.

Highest prices for Butter and Eggs.

CHAS. DEAN

FURNITURE AT A BARGAIN

NOW, that the holiday rush is over, is the time to pick up some good bargains in furniture. We have all kinds at prices that cannot be equalled elsewhere. We are giving a 10 per cent. discount on all furniture for a limited time. Now is the time to get your home fitted with up-to-date furniture at rock-bottom prices.

D. GENCE
Union City, Indiana

ADVANCE IN PRICE OF WIRE

As wire has taken an advance do not delay in leaving your order with us as we can book at the old prices until January 31. We handle the Frost Wire Fence, which is known by every farmer to be the best on the market, and the best is the cheapest in the end.

Nicholson's Hardware

The White Hardware

R. Blain, Main Street

When you want a plumber give us a call. We will guarantee first-class work and our prices are reasonable. All we ask is a chance to do your work and we will be satisfied. Call 104 and get prompt attention.

GENERAL HARDWARE

ELECTRIC SUPPLIES
SPORTY GOODS.

R. Blain, Main Street

The White Hardware

Our Annual Linen and Cotton Sale

Is Now Going on

and we plan to make it the BIGGEST AND BEST SALE WE HAVE YET HELD. We have been fortunate in securing a limited lot of Manufacturers' Linen Seconds which are in most cases very slightly imperfect and which will go quickly at 25 PER CENT. OFF REGULAR PRICES. This lot includes Table Napkins from \$1.00 to \$10.00 per doz.; Table Cloth, all sizes from \$1.25 to \$11.00 each; also a few pieces of Extra Good Table Damask. These will go the first day or two—come early.

We will continue our usual custom and allow you 10 Per Cent. Discount with Free Hemming, on our complete stock of Table Linens, Napkins, Towels, Towelings, White Quilts, Colored Quilts, Sheetings and Pillow Cases, Linen Sheetings and Pillow Cases, Table Padings, Aubergins, Mats and Padings, Bath Mats, Tray Cloth, D'Osses, Runners, Centres, Etc.

Last Year was a record breaker, and we are planning that this sale shall eclipse all our former efforts. This yearly sale should appeal to all prudent buyers. All purchases, whether large or small, will receive our very best attention.

John J. Weddall & Son's

Fredericktown, Acknowledged Linen House

The advertisements from which the resets were arranged.

REDUCTIONS

BEING overstocked
in several lines
of winter and other
goods, we are mark-
ing them at a price
to make it worth
your while to come
in and secure *Some
Real Bargains*. Bring
us your butter and
eggs. We want all
you can bring us and
we give best price.

Rapid City Trading Co.
The People's Store

Phone 5
P. O. Box 171

FURNITURE *at a BARGAIN*

NOW that the holiday rush is over, is the time to pick up some good bargains in furniture. We have all kinds at prices that can not be equalled elsewhere. We are giving a 10 per cent. discount off all furniture for a limited time. Now is the time to get your home fitted with up-to-date furniture at rock-bottom prices.

D. GENGE
Alvinston, Ont.

ADVANCE *in PRICE of* WIRE

As wire has taken an advance do not delay in leaving your order with us, as we can book at the old prices until January 31. We handle the Frost Wire Fence, which is known by every farmer to be the best on the market, and the best is the cheapest in the end.

**NICHOLSON'S
HARDWARE**

BIG REDUCTIONS IN ALL LINES OF WINTER GOODS

to make room for Spring Merchandise which will be arriving from now on. Men's and Boys' Overcoats at factory prices, and, in some cases, less. What we say we will do, we do. Highest prices for Butter and Eggs.

CHAS. DEAN

[EXAMPLE 4]

The White Hardware

R. Blain, Main Street

WHEN you want a plumber give us a call. We will guarantee first-class work and our prices are reasonable. All we ask is a chance to do your work and we will be satisfied. Call 104 and get prompt attention.

General Hardware

Electric Supplies Sporty Goods

[EXAMPLE 5]

OUR ANNUAL LINEN *and* COTTON SALE *is Now Going On*

AND we plan to make it the **BIGGEST AND BEST SALE WE HAVE YET HELD.** We have been fortunate in securing a limited lot of **MANUFACTURERS' LINEN SECONDS**, which are in most cases very slightly imperfect and which will go quickly at **25 PER CENT. OFF REGULAR PRICES.** This lot includes Table Napkins, from \$1.00 to \$10.00 per doz.; Table Cloths, all sizes, from \$1.25 to \$11.00 each; also a few pieces of Extra Good Table Damask. These will go the first day or two—so come early.

We will continue our usual custom

and allow you **10 PER CENT. DISCOUNT** with **FREE HEMMING**, on our complete stock of Table Linens, Napkins, Towels, Towellings, White Quilts, Colored Quilts, Sheetings and Pillow Cottons, Linen Sheetings and Pillow Linen, Table Padding, Asbestos Mats and Padding, Bath Mats, Tray Cloth, D'Oilies, Runners, Centres, Etc., Etc.

Last Year was a record-breaker, and we are planning that this sale shall eclipse all our former efforts. This yearly sale should appeal to all prudent buyers. All purchases, whether large or small, will receive our very best attention.

JOHN J. WEDDALL & SONS
Fredericton's Acknowledged Linen House

The Reset Advertisements

(Concluded from page 52.)

the edition is printed. An ad that may look very good by itself will often have an entirely different appearance when placed in among many others. Example 3 looks well by itself, but among others it seems almost lost. The use of a little white space, together with a border would have produced a contrast in this ad that would make it noticeable anywhere on the newspaper page. The repetition of the name is superfluous and its omission in one place permits a much better arrangement of the matter.

Half the value of an advertisement is entirely lost unless there is something distinctive about its arrangement; something to make it stand out from the others on the page.

An annual linen and cotton sale is usually an important occasion and such occasions afford excellent opportunities for the compositor to show his originality.

Although the reset example is quite simple, there is something about it that attaches importance to the occasion which it announces. The decorative border, the pleasing arrangement of the heading, the doubling up of the body matter and the manner in which the signature is arranged are points worthy of considerable attention.



Parcel Post Advertising

THE INTRODUCTION of parcel post on February 10 presented an opportunity for special advertising on the part of local merchants, especially those situated in places which serve as distributing points for rural mail delivery. The various trade newspapers have been urging upon the retailers the possibilities for developing the rural trade by means of parcels post and have emphasized the importance of advertising in the local papers along this line. In fact several of the trade publications print sample advertisements in each issue and no doubt many publishers have benefited thereby.

The parcel post, however, has not as yet come into its fullest usefulness, for after May 1 the weight limit will be 11 pounds instead of 6 pounds as at present. In anticipation of this change and foreseeing the possibilities for stimulating local advertising on the inauguration of the new weight limit, *Printer and Publisher* will devote the "Reset Advertisement" department in the April issue entirely to Parcel Post Ads. These will not be resets, however, but will be specially written and designed for announcing the introduction of the new weight limit. There will be no fine theories expounded that cannot be put into practical use—the ads. will be adaptable for use of any small daily or weekly paper in Canada. All that should be needed is to set up the ads. from the printed copy, set in the name of a local merchant and the space is sold. Watch for the ads. in the next issue.



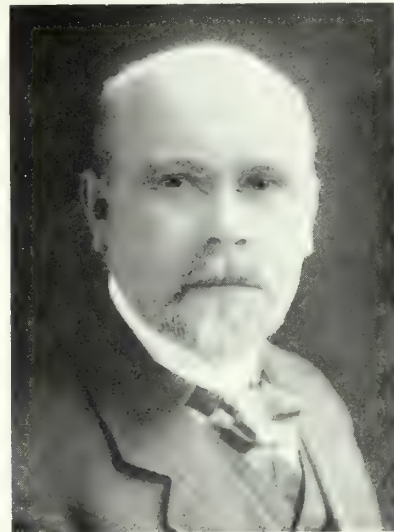
Newspaperman Gets Government Appointment

P. THOMAS AHERN, a well-known Canadian newspaperman, has been appointed private secretary to Hon. C. J. Doherty, Minister of Justice, to succeed John Hackett, who has resumed his law practice in Montreal. Mr. Ahern was previous to 1897 secretary to Premier Flynn, of Quebec. He was subsequently in newspaper work in Montreal for several years, and recently has been editor of the Canadian Press service from New York.

An Advertising Advertising Campaign for Weeklies

TWENTY-SIX advertisements designed to stimulate local advertising in rural weekly newspapers will be prepared by Canadian Press Association and offered to members without charge—provided 100 or more members will agree to publish the series in their respective newspapers on dates that will be arranged as a regular schedule for the entire Dominion.

The twenty-six advertisements in this series will be written by John C. Kirkwood, who has an international reputation as a writer of forceful advertising copy. Mr. Kirkwood was a member of the Committee which prepared the advertising advertising advertisements that have been running in 100 daily newspapers of Canada during the past two years and many of the best advertisements in that series were suggested by him. Mr. Kirkwood is particularly well qualified to write a series of ad-



JOHN C. KIRKWOOD
Who will prepare the advertisements

vertisements designed to stimulate local retail advertising in rural weekly newspapers because he was for seven years the proprietor of a store in a typical Canadian town. Thus, he will bring to this work knowledge of and sympathy with local conditions and the point of view of the local merchant as well as the local newspaper publisher.

Most of the advertisements will be two columns wide by seven inches deep. A simple, yet effective typographical arrangement of each advertisement will be suggested in printed proofs on the series, and the co-operating publishers will be expected to follow that arrangement as faithfully as their supply of type and other material will permit. The twenty-six advertisements will be scheduled in printed proofs of the series, and the co-operating publisher be asked to publish them on the dates scheduled. Thus, the same advertisement will appear each week in the 100 or more co-operating newspapers throughout Canada. Such concentration of effort and argument will be of much greater benefit to each co-operating publisher than spasmodic individual effort.

Who's Who in Canadian Weekly Journalism

By W. A. Craick.

XXVI.—S. N. Wynn, *The Enterprise*, Yorkton, Sask.

IN THE AUTUMN of 1904, now almost a decade ago, an advertisement appeared in the want columns of a Toronto newspaper. It set forth in the usual stereotyped phraseology that the publisher of the Yorkton, Sask., *Enterprise* would be pleased to secure the services of a good monoline operator, and that the opening offered was not to be winked at.

Down in the little office of the West Toronto Tribune, a sharp-eyed young journeyman printer caught sight of this alluring advertisement and promptly dashed off an application, intimating that he was precisely the sort of person the Yorkton publisher was looking for. In the course of a few days back came a letter informing the applicant that he had better pack his bag at once and take the first train west.

This was the simple little incident that turned S. N. Wynn from being an obscure workman in an Ontario printing office into one of the most prominent of the weekly publishers of Western Canada. And on such slender threads of circumstance hang the present careers of many of the men who are producing the newspapers of the last great west.

Wynn, who is not yet thirty years of age, even though he is now one of the veterans of the Western press, hails from Palmerston, Ont. He forsook the junction town at an early age and was brought up in what is now West Toronto. His choice of the printing trade as a vocation cannot be attributed to anything more startling than inclination. As he himself puts it, he just "happened" to take up the work, having a notion that there wasn't any other calling he would prefer to venture upon. The opening that gave him his start occurred in the Tribune office, and there under the tutelage of A. B. Rice, he got his grounding in the art preservative. In due course, being an aspiring youth, he took up machine composition, and presently mastered the technique of monoline operation.

The town of Yorkton, when Mr. Wynn first set foot on its station platform in the fall of 1904, was very much like the *Enterprise* newspaper of that date,—a small and somewhat uninviting burg. He found the scene of his future labors a little, ramshackle building, which housed a poor and inefficient plant. The *Enterprise* itself was a six-column, eight-page paper, with half its contents ready-print. It enjoyed a circulation of some eight hundred copies per week.

Energy and optimism were as noticeable in the young easterner's makeup in those days as they are to-day, and, despite his surroundings, he tied on his apron, turned on the power and got the clattering monoline going without delay. Outside the office he made friends rapidly and was soon boosting for Yorkton with as much fervor as an old-timer.

A few months after his arrival in town, E. B. Mackay, who had been running the *Enterprise* for the owners, a group of local capitalists, passed in his resignation. Had such an event occurred down east, the proprietors would have promptly advertised for a new editor. But in the West they have a way of enlisting the services of the most likely substitute without waiting for a regularly qualified man to come along. Nineteen-year-old Wynn, out in the back shop pounding the monoline, was hastily requisitioned to assume the duties of editor, and, nothing loath to try his hand at chronicling local history in the making, he transferred his hat and coat from the composing room rack to the peg behind the door of the editorial sanctum.

Since Mr. Wynn became editor, he and the *Enterprise* have grown like the proverbial bad weed, though the progress of both has been positive and not negative. Of the former it may be said that he has come to be one of the best-known newspapermen in the middle west. The year after he went to Yorkton he got an invitation to attend the meeting of the Western Canada Press Association. He might very well have dumped it in the waste-paper basket, as did dozens of his confreres. That he didn't was an indication of his desire to learn. He went to the meeting and profited so much from his intercourse with his fellow-journalists that he went again. For nine years, with but one omission, he has attended these conventions and is now first vice-president of the organization.

Locally he has made himself very popular by reason of his geniality and his desire to help along

his home town. While he has avoided politics, even in the mildest municipal form, he has done his share in advancing local interests through the Board of Trade, of whose publicity committee he is the chairman. At the same time he has felt that he could best serve Yorkton by devoting all his energies to producing a newspaper that would reflect the worthiest ambitions of the place.

The *Enterprise*, which has meanwhile grown into a seven-column, all-home-print paper with a circulation of 2,300, has passed from the rented premises in which Mr. Wynn found it into its own building, a structure admittedly one of the finest town newspaper offices in Canada. It is a two-storey building, with a high, well-lighted basement. The ground floor is occupied by the business office, off which open the editor's and reporters' rooms, and the composing room. In the basement are located the press and stock rooms. The equipment consists of a No. 5 quick-change linotype equipped with 8, 10 and 12 point faces, two Gordon presses, a two-revolution Campbell cylinder press, a folder and a large range of type faces kept in dust-proof cabinets and stands.

These fine premises were built by the *Enterprise* Pub-



S. N. WYNN
Editor of Yorkton Enterprise

lishing Company five years ago, largely because Mr. Wynn's management of the paper showed that a newspaper and printing business could be made a paying commercial venture. Hitherto there had been little incentive to give the paper the added prestige which an attractive building confers, but with dividends accruing there was an advantage to be gained by housing the paper in a dignified and efficient way.

Recently Mr. Wynn was asked to formulate some of the maxims which have guided him in the conduct of the *Enterprise*, and this is roughly his prescription for running a newspaper:

"I believe that a weekly newspaper is one of the hardest businesses on earth to run and run successfully, and I attribute whatever success I have had to constant application and the adaptation of scientific business methods to every department.

"I believe that to successfully conduct a country weekly the publisher must be intimately in touch with the

Wednesday night. Thursday I spend in the printing office, personally supervising the make-up and publication of the paper."

Mr. Wynn owns a motor and gets a good deal of enjoyment in riding in it. He also relishes an occasional hunting trip, and in winter skates quite frequently. But his heart is centred in the work of keeping the *Enterprise* up to the standard and anyone who examines the paper from week to week will realize that that is no very easy task.



Typesetting Machines and Country Printing Offices

To the Editor of *Printer and Publisher*:

In looking over the pages of *Printer and Publisher* from month to month, and noticing here and there paragraphs to the effect that this, that, or the other country publisher had purchased an expensive type-setting machine, one cannot help coming to the conclusion that some of the rural brethren of the press are accumulating riches at such a rapid rate that they can afford to indulge in costly luxuries. Or, mayhap, easy credits make them reckless; or, perchance, increasing business seems to justify the daring experiment.

A few years ago I traveled this Province from one end to the other—my itinerary extending over a period of nearly nine months—and I feel quite safe in saying that there is no more need for a costly type-setting machine in the average country printing office than there is for a fifth wheel on a coach. I found many offices loaded up with these expensive machines, but I cannot recall a single instance where they could not have been dispensed with to the financial advantage of the owners. Imagine a machine, costing \$1,500 to \$2,000, in use two days in the week and standing idle the other four. And, in several instances, I found type-setting machines dumped in a corner like old scrap whilst compositors were setting type by hand. In one instance, an unused machine of the expensive kind stood in the front part of the office whilst a cheap machine was in active operation at an obscure corner in the rear. Doubtless one was for ornament and the other for use, but it struck me that the advertising value of this arrangement was considerably exaggerated.

Under the sound, sane and business-like Cost System inaugurated by John M. Imrie, Secretary of Canadian Press Association, it would be interesting to know how owners of these little-used but costly machines could hope to compete successfully with offices where such machines are in operation almost continuously day and night. For it must be obvious to any good practical printer that unless a type-setting machine of the high-grade kind is kept in constant operation every working hour of the week it cannot be a profitable investment.

To country publishers using ready-prints—and most of them do—the purchase of an expensive type-setting machine is of course still less justifiable. And yet, the publishers of many "all home prints" set very little more type than those using ready-prints, it being more economical to use plate for their serials and other special features.

Summed up in a few words: I do not think five per cent. of the country publishers of this or any other Province in Canada can operate an expensive type-setting machine without losing money.

Faithfully yours,

A. R. FAWCETT.

Burks' Falls, Ont., Feb. 2, 1914.



Fine building owned and occupied by Yorkton *Enterprise*

entire life of his community. He must combine within himself the roles of reporter, news editor, editorial writer, society reporter, advertising solicitor, advertising manager, advertising expert, collector, circulation manager and many other duties, besides those of proof-reader and business manager.

"I believe that although a publisher may be running what is popularly called a 'party' paper, it should not necessarily follow that he cannot be friends with those belonging to the opposite party, or that he may not take an active part in municipal affairs and fearlessly criticize anything he conceives to be subversive to the public interest. Providing he does it in an open, straightforward way, he will continue to gain in prestige and add to the influence and importance of his paper.

"I attribute the financial success of the *Enterprise* to a thorough knowledge of the printing business, gained by learning the trade, and to a constant supervision of every department. My knowledge of the trade tells me whether there are any leaks and whether or not the men are getting the work out as quickly and efficiently as they should. It also permits me personally to attend to the making up of the paper, an advantage that will appeal to all who try to turn out a well-displayed and typographically-attractive paper.

"My share of the work of publishing includes all that is outlined,—and then some. I have no assistance in the office with the exception of a stenographer, who is also bookkeeper and looks after the subscriptions, etc.. All my editorial work for each week's paper is completed by

THE EDITOR'S VIEWPOINT

The Call of Opportunity and Responsibility

THERE HAVE been cost congresses in the past, and there will be many more in the future, but it is doubtful if there will ever be one of greater importance to the printing industry in Canada than the third Canadian Printers' Cost Congress to be held at Toronto on April 16 and 17.

At it we hope to see some definite action taken upon the efforts of the past few years, for the thorough organizing of Canadian printers from coast to coast. Every printer knows something of the magnificent work being accomplished by the United Typothetae in the United States. Why not a similar organization in Canada? Do we need it? Can we afford it? Will it work? These and other questions must be asked and answered. It is confidently hoped they will be answered satisfactorily and in the affirmative when the details of the plan to be submitted by the Executive Committee of the Canadian Cost Commission for Printers are presented to the Cost Congress at Toronto.

Printer and Publisher believes that the establishment of a purely Canadian organization of printers is the only feasible plan which presents itself. The proposal to affiliate with the U.T.A. was not satisfactory to all, and terms could not be agreed upon. We do not think very many printers consider seriously the idea of linking up with the Canadian Manufacturers' Association. Therefore it would seem that Canadian printers must face the

situation themselves, and—alone and unaided—work out a solution of their own problems.

That a Canadian organization will cost a great deal is generally admitted. It will mean sacrifice and unselfishness on the part of many printers if the plan is to be successfully carried out. But it should be remembered that all pioneer work calls for sacrifices, and in years to come the printers of Canada will be thankful many times that the sacrifices were made and the organization will become in time as strong a bulwark to Canadian printers as the United Typothetae of America is to the printers in the United States. A mutual responsibility rests upon all Canadian printers to attend the Cost Congress and enter fully into the discussion of this important matter affecting, as it does, the future welfare of the industry.

There are privileges in attending the Cost Congress, as well as responsibilities, for those who attend will listen to addresses on subjects vital to their business interests, delivered by men who are specialists in their respective departments. There will be ample opportunity given for discussion following each address and questions may be freely asked and will be as freely answered. Can you conceive of any greater privilege than this? Is it not worth something to you to fraternize with your fellow-printers of the Dominion in this practical fashion?

Opportunity invites you to the Third Canadian Printers' Cost Congress. Responsibility demands your attendance.



Rural Route Circulation

IT IS a singular commentary upon nearly every advance of civilization that what is undoubtedly a great boon to the country at large works a serious injury to the interests of a certain class.

The introduction of rural free delivery of mail and the establishment of rural routes has been no exception to this rule. The convenience with which country dwellers may now send orders by mail to the big cities and the comparative ease with which practically any business may be transacted without the necessity of taking a trip "to

town" has no doubt resulted, in many instances, in a decrease in trade of merchants in small towns and villages.

In like manner the newspapers published in the larger cities are endeavoring to take full advantage of this ideal method of mail delivery in rural districts. And likewise the publishers of dailies in small cities and of weekly papers are finding it harder and harder to increase or even hold their circulations on rural routes. This is due principally to two causes: first, the bulky editions and

cut-rate prices of most of the metropolitan dailies; and, second, the fact that practically all the rural mail carriers leave the central points of distribution at 11 a.m., which is too early in the day for most of the small city dailies to issue an edition.

The altogether unfair competition of the so-called "dollar daily" is a problem that has become so acute as to demand immediate adjustment. The remedy is in the hands of the Post Office Department, and the rank and file of Canadian publishers should demand most vigorously that it be applied. No new law is needed—only a reasonable interpretation of one already included in the Postal Act, which says that no newspaper shall have the privileges of second class postage if circulated at a "nominal rate." It is merely necessary for the Post Office Department to fix a minimum basis and declare that no newspaper shall accept a less amount as its subscription price. *Printer and Publisher* believes that the most equitable basis for defining the term "nominal rate" is that of fixing the minimum in each case at the actual cost of the white paper for one year upon which the paper is printed. This is the position taken in another editorial in this issue and has been discussed in these columns from month to month.

The hour set for leaving central points of distribution is also a most unfortunate factor in connection with rural routes and one which affects very seriously the circulation of daily papers in small cities. The suggestion has been made that the hour be changed to 1.30, and if found necessary to employ extra help, a portion of the increased cost be levied upon the daily papers benefiting. This appeals to us as being a fair request and one which should

be acceded to by the department. When it is remembered that the big city papers are circulating outside their natural fields and that small city papers are asking only for protection within their natural field, any fair-minded person would say such protection should be given.

There is no question about the willingness or the ability of the publishers of small city dailies and town weeklies to meet fair competition on the rural routes as elsewhere. But the present situation is giving a most unfair advantage to the metropolitan newspapers, which are not only permitted to contravene the spirit, if not the letter, of the Postal Act by selling their papers at a nominal rate, but indeed are, by reason of the exceptional delivery service rendered them, being actually encouraged by the Department in the employment of their unfair methods.

Until the redress sought is forthcoming, publishers outside the big cities should do all in their power to hold their circulations, even in the face of the unfair advantage given the metropolitan papers. In some cases where the facilities are good it should be possible, by getting the staff down, say at 6 a.m., to get out an edition by 11 a.m., in time to catch the rural mail routes. Whether this is done or not we believe the greatest salvation for the small city daily and weekly newspapers is to feature local news. Make the paper so highly interesting from a local standpoint that the people cannot afford to do without it.

The rural route situation is a problem which must be met and solved largely by individual publishers in the way that will best fit in with local conditions. But the thing most to be desired is the enforcing of the postal regulations so as to remove the menace of the "dollar daily."



No More Papers Needed-

WE TOOK occasion to point out a couple of months ago, under the caption: "The Trend of the Times," that the tendency of modern newspaperdom was toward amalgamations and consolidations of interests, and instanced as a case in point the amalgamation of *Regina Standard*, with contemporaries. We said then and we say now that the action of J. K. McInnis, in disposing of his newspaper interests in order that they might be merged with another paper, after a continuous existence of 25 years, came as a note of warning to a large and small publishers throughout Canada. This is the position held to-day by many successful, far-seeing publishers, who recognize that the time is quickly approaching when for economic reasons, the overlapping and duplication of effort which now exists must be reduced to a minimum.

It is somewhat disheartening, then, to hear of new papers starting and others being "floated" in cities and towns where there is no apparent need for additional newspapers. Alas, too often, these ambitious enterprises are financed and conducted by men whose motives are

other than merely investing in the newspaper business and rendering a service to the community. Too frequently they are naught but the subsidized emissaries of big business corporations, or of disgruntled individuals who have axes to grind. Nevertheless they are often continued at a loss financially and incidentally work an injury to other papers in the same field. The amount of business is sure to be divided and if the volume is not great enough for all, all will suffer.

Every effort should be made—by individual publishers, press association, and supply houses—to discourage the establishment of new papers, except in cases where their need is amply demonstrated. To follow any other policy would be obviously unjust to the newspaper business as a whole.



"Happy is the man that findeth wisdom." If you want to be happy, come to the Cost Congress. Bring your wisdom with you and everyone else will do the same. It will be a clearing house of ideas and experiences.

Greater Uniformity in Wage Scales Needed

UNIFORM wages in cities where the cost of living and general conditions are equal, and a proportionate scale in cities where conditions vary is the principal object of the Saskatchewan and Alberta Conference of Typographical Unions, which was organized last year. It is proposed, also, to standardize the provisions of agreements between the employing printers and the local unions of the various cities in the two provinces.

With this end in view the eight typographical unions in Saskatchewan and Alberta have agreed to sign no scale to run longer than October 31, 1915, and the Medicine Hat local and the employing printers of that city have taken the lead by agreeing upon a scale to terminate on that date. So far as we have heard there have been no objections on the part of any of the employers in the cities affected, and there is every reason for believing that the proposal of the unions will work out to the mutual advantage of employers and employees alike.

Anyone who has had anything to do with "negotiating" a wage scale, no matter in what capacity, will appreciate the fact that one of the most aggravating difficulties to overcome is to fix wages and hours that are proportionate with those in effect in neighboring cities. It is generally possible for those desiring an increase in wages, or a reduction in working hours, or both, to instance in substantiation of their case, one or more cities where the conditions of living are apparently parallel and

where the employers have granted similar concessions. On the other hand an equally strong point may invariably be made by those who oppose the demands of the employees by submitting conclusive evidence that in still other cities, similarly situated, the concessions asked for have not been granted.

There is, of course, the possibility that the principle of "collective bargaining," admirable though it is, may be carried to too great an extent. A large number of working agreements expiring simultaneously would provide a strong weapon in the hands of the union to enforce their demands. The same is equally true, however, in the case of the employing printers and in the two provinces mentioned the employers should have no difficulty in carrying on negotiations, through the Inter-Provincial Master Printers' Association in conjunction with Canadian Press Association.

The numerous provisions which usually form part of the agreement are even more at variance in different cities than the rates of wages paid. It is highly desirable that these be placed on a uniform basis and one that will be equitable to both parties.

We believe the experiment of the employing printers and the typographers of Saskatchewan and Alberta will prove so satisfactory as to warrant adopting the same plan in other provinces.



Subscription Rates for Daily Papers

AT A RECENT meeting, at Toronto, of publishers of daily newspapers in small cities, a report of which is given on another page of this issue, a petition was drafted which it is proposed to present to the Postmaster-General, asking, among other things, that the price of daily papers mailed at second-class rates be not less than \$3.00 for morning papers and \$2.00 for evening papers.

We are heartily in sympathy with the small city daily publishers in their efforts to force the big city dailies to conform to a fair basis of competition, as well as live up to the full spirit of the second class postal regulations. Ever since the possibility of an increase in rates of postage on second class matter first developed *Printer and Publisher* has carried on an active campaign against the "dollar daily" and other contraventions of the postal regulations.

With all deference to the good intentions of the publishers present at the meeting referred to, we do not believe they are going far enough in asking that the price be fixed at \$3.00 for morning editions and \$2.00 for evening editions. The argument in favor of the increased rate for morning editions is, of course, their higher cost of production, but, after all, can this theory be depended

upon? Take, for instance, two of the Montreal papers—the *Mail* (morning), and the *Star* (evening). The former usually issues a twelve or sixteen-page paper, while the *Star* runs double that size. Which costs the more to produce? Even after making full allowance for the higher rate of cost of issuing a morning paper, it is safe to estimate that the *Star* costs at least 50 per cent. more to turn out than its morning contemporary referred to. Would it be fair, then, to charge 50 per cent. more for a newspaper that costs 50 per cent. less to produce? Obviously no.

It would seem, therefore, that the idea of adopting a fixed price such as is proposed might work an injustice to some newspapers, while it would be a veritable bonanza to others. On the other hand the solution which has been and is still advocated by *Printer and Publisher*—that of basing the minimum in each case upon the actual cost of white paper—is one that would be uniformly fair and just to all. We believe publishers of all classes would do well to urge this basis upon the Post Office Department as the only truly equitable means of settling the most important factor in the whole question of second class postal legislation.

Over-Equipment and Improper Equipment

IN THIS issue we publish a letter from A. R. Fawcett, editor and proprietor of Burk's Falls *Arrow*, bearing the caption "Typesetting Machines and Country Printing Offices."

What Mr. Fawcett says in regard to typesetting machines is applicable also to printing office equipment in general. The proprietor—the man at the helm—must always be on his guard against the danger of "loading up" with an over-plus of machinery or equipment, which, useful though it may be on occasions when it is required, becomes a millstone around the neck of its owner if insufficiently employed.

But in addition to the danger of over-equipment there looms up also the possibility of improper equipment and this we believe to be the graver problem of the two in country offices to-day.

A man cannot saw wood with a hammer, neither can a printer expect to turn out good work with antiquated machinery and equipment. There are country printing

offices to-day, and some city ones too, that might almost take a clean sweep of the entire plant and start all over again. No!—don't trade it back to the supply men—scrap it! That's all type and machinery that have been in use since 1875 or thereabouts is good for. And if you haven't been allowing a reasonable percentage for depreciation so that you have a bank balance big enough to make the new investment, that is another thing you will have to start over again in also.

Type really does wear out and machinery does depreciate and become obsolete, so why not add a percentage to the price of every job you do just by way of preparation for the inevitable? A cost system will do it for you.

And don't—in the name of Caxton—don't buy expensive equipment that you don't need. If you haven't work for it and can't create it, then such machinery will look just as well as an ornament in the warerooms of the manufacturer. And it will not then be a millstone about the neck of your business.



Superiority of Local Papers Over Big City Dailies

THE BUYER of advertising space should not be permitted to have the impression that because he uses so-called "national" newspapers the entire field is thoroughly covered and his advertising campaign complete.

The result of a newspaper census of the city of Kingston recently conducted by Kingston *Standard* provides a concrete example of the proportionate effectiveness of national newspapers and local dailies published in small cities. The following figures, submitted by W. R. Givens, managing director of the *Standard*, represent the daily circulations of the Montreal and Toronto papers in the city of Kingston: Montreal *Star*, 580; *Gazette*, 15; *Herald*, 200; *Telegraph*, 75; *Mail*, 50. Toronto *Mail and Empire*, 250; *Globe*, 220; *News*, 200; *Star*, 60; *Telegram*, 20; *World*, 17. Total, 1,687.

Although the inroads made by these metropolitan dailies outside of their natural fields is serious enough and is due largely to the practice of cutting subscription prices away below the cost of white paper, yet the fact remains that no national advertiser could possibly cover the city of Kingston thoroughly without using one or perhaps both of the local papers. Even if an advertiser were to do the improbable thing of using space in all the papers mentioned he would reach thereby only 1,687 possible buyers, not making any allowance for overlapping, which is no doubt a considerable factor. If instead he used one of the local daily papers he would receive a bona fide, known circulation of considerably more than twice the combined circulation in the city of Kingston of the eleven metropolitan dailies referred to. What is true in Kingston is no doubt equally true in scores of other small cities and the same principle applies to the small town weeklies as well.

Don C. Seitz, business manager of New York *World*, in addressing the Pulitzer School of Journalism at Columbia University recently expressed very strong convictions based on actual experience, against the attempts of some newspapers to become national in scope. "In this day of highly developed press co-operation," said Mr. Seitz, "the country paper prints practically all the news that one finds in a city paper, and consequently every paper makes its appeal to the reading public on on local issues." After all, the large circulations of metropolitan dailies outside their places of publication is too scattered and general to have any very positive value from the advertiser's standpoint. On the other hand, the purely local, and therefore intensive circulations of small dailies and weeklies in their respective territories has a definite and proven value which should be recognized as a vital factor in any national advertising campaign.



"The Revised Proof"

THE MAN who wrote that true-to-life drama for printers: "The Revised Proof," the Graphic Arts Board of Trade of Toronto, who arranged for its production in Canada, and the local printermen who each performed his part so admirably, are entitled to the sincere appreciation of every member of the craft in Canada. The play portrays a story that needs to be oft repeated and it is to be hoped many more printers will witness the production of "The Revised Proof" at the Cost Congress in Toronto on April 16 and 17.

Publishers of Small City Dailies Will Petition Postmaster General

Meeting in Toronto on February 12 Decided to Take Action

AS A PROTEST against the recommendations concerning second class postal regulations which were adopted by Canadian Press Association on November 20 last, the publishers of dailies in small cities throughout Ontario will be asked to endorse a petition to be transmitted to the Postmaster General setting forth the position of the particular class of publishers interested. This was the decision arrived at by those present at a meeting held in the Prince George Hotel, Toronto, on February 12. The meeting in question was not in any way connected with Canadian Press Association, and the petition which it is proposed to send to Ottawa will be signed by individual publishers, apart altogether from whether or not they are members of the C. P. A.

The petition reads as follows:

"That the sense of this meeting of publishers of daily papers in the smaller cities with regard to the proposed changes in postal rates, be stated in a petition to the Hon. Postmaster General and Department as follows:

"That your petitioners pray that the rates of postage on daily newspapers within the inner zones as established for parcels post be such as indicated by the Department. That outside said zone the rate of postage be not less than one cent per pound to all daily papers irrespective of point of delivery and distribution.

"That the privileges of second class postage rates be denied to any and all daily papers which are sold outside their place of publication at less than \$3.00 for morning editions and \$2.00 for evening editions.

"That we would strongly urge the Department that mail carriers leave the points of central distribution not earlier than 1.30 p.m., as within the 20-mile zone, mail subscribers are looking on day of publication more anxiously for the local daily papers than for their correspondence."

The meeting was called at the instance of W. B. Burgoyne, publisher of *St. Catharines Standard*, he having first consulted with and received the approval of a number of representative publishers with regard to the advisability of calling such a meeting. Those present were W. B. Burgoyne, *St. Catharines Standard*; C. J. Howell, *Belle-*

ville Intelligencer; C. J. Herity, *Belleville Ontario*; W. V. Uttley, *Berlin News-Record*; James D. Clarke, *Galt Reporter*; Geo. H. Wilson, *Lindsay Post*; Allan Gillies, *Lindsay Watchman-Warder*; W. J. Taylor, *Woodstock Sentinel-Review*; J. I. McIntosh, *Guelph Mercury*; F. J. Dobbin and T. W. Whalley, *Peterborough Review*.

At the opening of the meeting W. J. Taylor, *Woodstock Sentinel-Review*, said he considered the calling of the meeting was contrary to the arrangement agreed to at the special general meeting of Canadian Press Association, and counseled delay in any action that might be taken until a reply was received from the Postmaster General. It was the consensus of opinion, however, that inasmuch as the meeting was in no sense an official one of Class C publishers, that no breach of faith was involved. It was pointed out, also, that to delay taking some action at the present time might prove fatal to the interests of the small dailies.

A number of letters were read from publishers unable to be present, some of which set forth very strong views, especially condemning the practice of the Post Office Department in allowing the metropolitan dailies to circulate at nominal rates, thereby causing congestion of mails in the large centres.

After considerable discussion a committee consisting of Messrs. Burgoyne, Dobbin and Howell was appointed to draft a petition, which was, when presented to the meeting, passed with one or two slight amendments. It was decided that every publisher of a small city daily be asked to sign this petition. It will then be presented to the Postmaster General, the following committee having been appointed to transmit it to him: W. B. Burgoyne, *St. Catharines Standard*, F. J. Dobbin, *Peterborough Review*, Allan Gillies, *Lindsay Watchman-Warder*, C. J. Howell, *Belleville Intelligencer*, and J. I. McIntosh, *Guelph Mercury*.



Fake Subscription Men Victimized Many

IN THE JANUARY issue of *Printer and Publisher* a warning was issued that fraudulent magazine solicitors were active in Canada and it was suggested that publishers co-operate in securing their apprehension and punishment. A little later two were arrested at Sarnia and were merely deported.

It would appear from reports which have appeared since in a number of newspapers that they were successful in victimizing a large number of people throughout Western Ontario. They represented themselves to be canvassing for M. M. Herseh, of Columbus, Ohio, who in response to a letter from *Printer and Publisher*, said he had no agents in Canada, and any persons representing themselves as such were impostors. It is said that hundreds were "stung" in London and many at Brantford and other points.

It is high time that Canada be made a dangerous camping ground for these fakirs and something should be done at once to prevent their operation at "fall fairs" during the coming summer. They are not only robbing the public at large but are doing an injury to all legitimate subscription canvassers and the publications they represent. It is time for a clean-up.

As Others See Us

IT IS always encouraging to receive words of commendation from those who are qualified to express an opinion. It has always been the aim of *Printer and Publisher* to keep in close touch with the industries which it serves, and that it is doing this is shown by the progress it has made in the past few years.

Speaking of the annual Building and Equipment Number, issued last month, J. H. Woods, managing director of *Calgary Herald* says: "The entire issue is most interesting, and I would just like to say that the advance made by *Printer and Publisher* within the last year or two has been remarkable, and has fully kept up with any advance made in the newspaper or job printing business in this country."

Here are words of appreciation from Lorne Eedy, editor and manager of *St. Mary's Journal*, one of the liveliest weekly newspapers to be found anywhere: "*Printer and Publisher* is becoming better and better each month. To my way of thinking it is the best (if not the largest) newspaper trade journal published anywhere."

"We couldn't very well do without it," was the exclamation of the manager of *Tweed (Ont.) News* when speaking of *Printer and Publisher* recently.

A Western Editor for Printer and Publisher

THE Industrial Association of one of the most promising Western Canadian cities has decided to petition Ottawa for the establishment of a branch Government Printing Bureau.

A newspaper in another city recently carried 20 pages of advertising in one issue billed to one customer—the largest single ad. ever carried in Canada.

Another newspaper in still another city has recently moved into its new home which was erected at a cost of half a million dollars.

These facts are given merely because they are typical of the rapid growth and progressive spirit which characterizes the printing industry in Western Canada.



CHARLES W. BYERS
Western Editor of "Printer and Publisher"

Recognizing the growth and importance of the Western Canadian Provinces, *Printer and Publisher* will in future have a Western Canada editor, in the person of Charles W. Byers. Mr. Byers will make his headquarters in Winnipeg, but will tour the West in the interests of *Printer and Publisher*. He will be on the job at conventions, make visits to the printers' organizations in the cities and will call as often as possible upon readers of *Printer and Publisher* throughout Western Canada.

It is confidently expected that this important addition to the staff of *Printer and Publisher* will result in a further improvement in this journal.

The present editor-in-chief spent two and a half years in Western Canada, and the practical knowledge gained in that time will enable him to keep in close touch with Mr. Byers and to understand and appreciate the importance and value of the newly-created position.

Mr. Byers has had a thorough newspaper experience on some of Canada's best dailies. He joined the editorial staff of the MacLean Publishing Co. two years ago, and has obtained a good knowledge of trade paper journalism. *Printer and Publisher* is fortunate in being represented in Western Canada by such an able man as Mr. Byers, and it is likely Western Canadian readers of this journal will welcome the news of his appointment with as much pleasure and satisfaction as the management have in making the announcement.

New Montreal Paper to Appear March 17

THE upheaval in Montreal newspaper circles continues, though somewhat abated since a month ago. During the month many important developments have taken place and at the present time the situation appears to be adjusting itself to new conditions.

It is said the resignation of Hon. W. S. Fielding from the managing editorship of the *Herald and Telegraph* did not come as much of a surprise to those who know him best. Charles Gordonsmith has succeeded to the position.

As forecasted in the last issue of *Printer and Publisher*, E. Beck, who engineered the graft charges, and the Burns' detectives, who worked under his instructions, were called to the Bar of the Quebec Legislature and their evidence, coupled with that of B. A. MacNab and M. E. Nichols, proprietors of *Montreal Mail*, resulted in the charges that had been made against certain legislators being proven beyond a doubt.

It is now said that Mr. Beck is to take the managing editorship of a new evening paper to be called the *News*, the first issue of which will appear on the streets March 17. It will be issued from the office of the *Daily Mail*, which paper will control it. Alexander Dewar has made application on behalf of the *News* for a telegraphic service from Canadian Press, Limited.

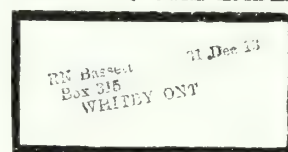


Getting in Renewals When Due

THE PROBLEM of inducing "slow pay subscribers" to pay up when their renewals are due is one which perplexes most, if not all, newspaper publishers. And it should be remembered that any scheme, no matter how good it may be in theory, is wont to lose its effectiveness after it has been in use continually for several years. Of course the date on the label should be sufficient but the difficulty is to devise a means whereby the date on the label will be seen and harkened to. An excellent plan and one which has already been found successful is that used by *St. Mary's Journal* and illustrated herewith. The "Look at the Label" announcement is set single column width and is placed in the upper right hand corner of the front page. The small square in which the label is pasted is immediately above, occupying the space at the right of the front page head. It brought in several hundred past due subscriptions in the case of *St. Mary's Journal*, and should do equally effective work for any other newspaper having difficulty along this line.

The difference of 50 cents between paid in advance subscriptions and those not so paid is another lever in rousing "slow pays" to a realization of their obligations and payment of them when due.

LOOK AT THE LABEL



JOHN W EEDY, Publisher



Look at the Label

in the square above and see if it reads December 31, 1914.

The label shows to what date your paper is paid. If it does NOT read December 31, '14, this notice is for YOU.

The subscription price of the Journal is \$1.50 per year; if paid STRICTLY IN ADVANCE the price is \$1.00. Subscribers who wish to secure the \$1.00 rate must pay for their paper to the end of 1914 on or before SATURDAY, FEBRUARY 14, the last day of our Financial Year.

when due.

Value of Quality and Locality in Circulation

Has an Advertiser the Right to Know in Detail the Kind of Goods He is Buying? — Opinions of Representative Newspapermen

Third Article on "Circulation in its Relation to Advertising."

WITH THIS article the series on the general subject of "Circulation in its Relation to Advertising" is brought to a close. As was explained previously, the data upon which these three articles have been compiled was the result of a questionnaire sent out by *Printer and Publisher*, and the opinions quoted are those which were received in reply to the several questions asked. The number of replies received is, in itself, ample testimony of the widespread interest in the subject under discussion, and to them must be added the fact that many publishers have written to *Printer and Publisher* commending the purpose of the enquiry and expressing the hope that the publication of the articles would result in some definite steps being taken by Canadian Press Association with a view to improvement of existing conditions. There are many points raised which are worthy of careful consideration by the C.P.A., and, if possible, these should be discussed at this year's annual convention. Chief among these questions are: 1. Verifying circulation statements. 2. Publication of an official directory. 3. Adoption of a standard circulation blank.

This month's instalment deals with two very important phases of the subject under discussion. First: Quality of Circulation; and second, Locality of Circulation. Both involve the giving to the advertiser or prospective advertiser detailed information regarding the goods he is buying. To furnish such information is merely to describe in detail the goods offered for sale and while there may be a great divergence of opinion regarding the extent of such information and the manner in which it is given, there should be general agreement as to the basic principle involved.

Concerning Quality.

Do you think the following points relative to the quality of the circulation should be emphasized?

- (a) *Manner in which circulation is secured (cut rates, premiums, prize contests, etc.).*
- (b) *Facts about the subscribers themselves; giving in detail number of house owners, owners of automobiles, occupations, etc., and any other information desired by a particular advertiser*
- (c) *Number of paid-up subscribers.*

HAS all circulation—no matter how secured and retained or to whom sent—precisely the same value to the advertiser? The obvious answer is—"No." This being the case, it not only provides an opportunity for publishers to strengthen their propaganda for securing advertising by compiling detailed information concerning their publications but it also implies a responsibility to furnish present and prospective advertisers with such data in order that they may know the kind of goods they are buying.

Now that advertising is being appreciated at something approaching its real value it follows that prudent advertisers are becoming more and more cautious as to the manner in which their advertising appropriations are expended. Naturally they look to the publications soliciting their business to furnish them with all necessary data in order that they themselves may arrive at an intelligent conclusion as to what mediums will be profitable in which to advertise their particular lines. This is a principle that is sound in theory, and one which all buyers of advertising space will in time recognize just as all buyers of wheat, for instance, have regard for certain standards of quality based upon accepted methods of grading.

Just how a proper analysis of circulation of a medium should be made in order to determine its value is a matter upon which buyers of space and advertising experts generally hold various views. And yet all admit that it would be better if the methods of "measuring value" were placed upon a uniform basis. With the object of suggesting an equitable basis *Printer and Publisher* divided the question relating to quality of circulation into three parts: (a) Manner of securing circulation; (b) Facts about the subscribers themselves; (c) Paid-up subscribers. This division seems to have suited the purpose of this inquiry very well indeed, since it enabled those replying to indicate fairly well to what extent, in their opinion, a publisher should go in compiling and furnishing such information to the advertiser. There are many who favor one suggestion and not the others and here again the diversity of the opinions of various classes of publishers is apparent, although many have pointed out that they recognize the fact that the furnishing of certain data is of far more interest to some other class than to themselves.

HOW CIRCULATION IS SECURED.

In reply to the question referring to the manner in which circulation is secured, a number of very interesting replies were received. It was the consensus of opinion, as will be seen from the replies quoted below that this point is of extreme importance, although a few considered the giving of details of distribution of much greater importance. It would seem as though the view was pretty generally held that "forced circulation" has "relatively little advertising value."

Here are a few of the replies received in answer to section (a) of the question printed in the panel opposite:

British Whig, Kingston: By all means—most important.

C. J. Howell, Intelligencer, Belleville: All legitimate circulation is good.

W. J. Darby, Circulation Mgr. Mail and Empire, Toronto: Paid circulation is circulation, but distinction should be made between extras of various kinds and regular paid every day circulation.

Expositor, Brantford: It is doubtful if the manner in which circulation is obtained is important to the advertiser, so long as he knows how a publisher covers his field.

Manitoba Free Press, Winnipeg: Yes, and the manner in which circulation is held should be just as strongly emphasized; papers which are distributed but are not paid for should not be classed as circulation.

J. T. Hawke, Transcript, Moncton, N.B.: A circulation so obtained has relatively little advertising value. The paper is taken to please somebody, and not because it is wanted and is therefore likely to be unread.

D. Smith, *Times-Journal*, Fort William: The paper bought on its merits is worth its advertising rates to the advertiser; photographs of waste bins are ample evidence of the esteem in which "forced" papers are held.

Charles V. Coombs, *Globe*, Toronto: I am entirely in favor of securing circulation only on the merits of the paper. The *Globe* has for the entire time of its growth used no other means than the paper itself to secure its circulation.

H. B. Muir, Mgr. Foreign Adv. *Free Press*, London: No. There are various classes of people in all districts and the premium subscriber is very often found to be the most conscientious advertisement reader. Cut rates have no place in an up-to-date newspaper business.

W. Garland Foster, *News*, Nelson, B.C.: Not necessarily. Sometimes special conditions force giving special rates, premiums or even the holding of prize contests, and often result in just as good subscribers from the advertiser's standpoint as those secured without any such aid.

M. R. Jennings, Manager, *Journal*, Edmonton: Quality of circulation is naturally of extreme importance, and is too frequently overlooked by the advertiser. Method of securing subscriptions is important, and should be set forth by the publisher on request.

W. Templeman, *Times*, Victoria, B.C.: Undoubtedly. Character of circulation is about as important as number. Premiums and prize contests are abominations and degrade circulation. Prize packages may sell goods, but do not improve their quality. Eventually the prize package goods disappear from the market.

O. L. Spencer, Adv. Mgr. *Herald*, Calgary: I most certainly do consider that circulation gained through the medium of cut rates, premiums, prize contests, etc., is not as good or solid, and in fact not on the same footing at all as the ordinary clean, straight, fully paid-up canvassed circulation. For instance, take the case of the man who buys a subscription for one year in a voting contest. He may be a small tradesman in an outlying district—possibly he cannot afford two papers—one of his best customers comes to him and gives him the usual canvass. What can he do;

he has got to take the paper, and he does it. He probably takes the paper that he does not like and discontinues the one which he does like. He starts in wrong. He is prejudiced against the paper and he is prejudiced against everything in connection with it. Every ad. that he reads in the paper he reads in the wrong frame of mind. That man's subscription is not worth one nickel to the general advertiser, or at least not worth as much as the man who goes and buys the paper because he wants it.

L. G. Jackson, *Era*, Newmarket, Ont.: Not particularly. Paid in advance is the best quality.

John H. Thompson, *Post*, Thorold, Ont.: Forced circulation must lack value, however obtained.

W. E. Smallfield, *Mercury*, Renfrew: To arrive at fair conclusion as to value, this is almost necessary.

John Law, *Observer*, Tillsonburg, Ont.: No. I doubt that the value of the circulation depends very much upon how it was secured.

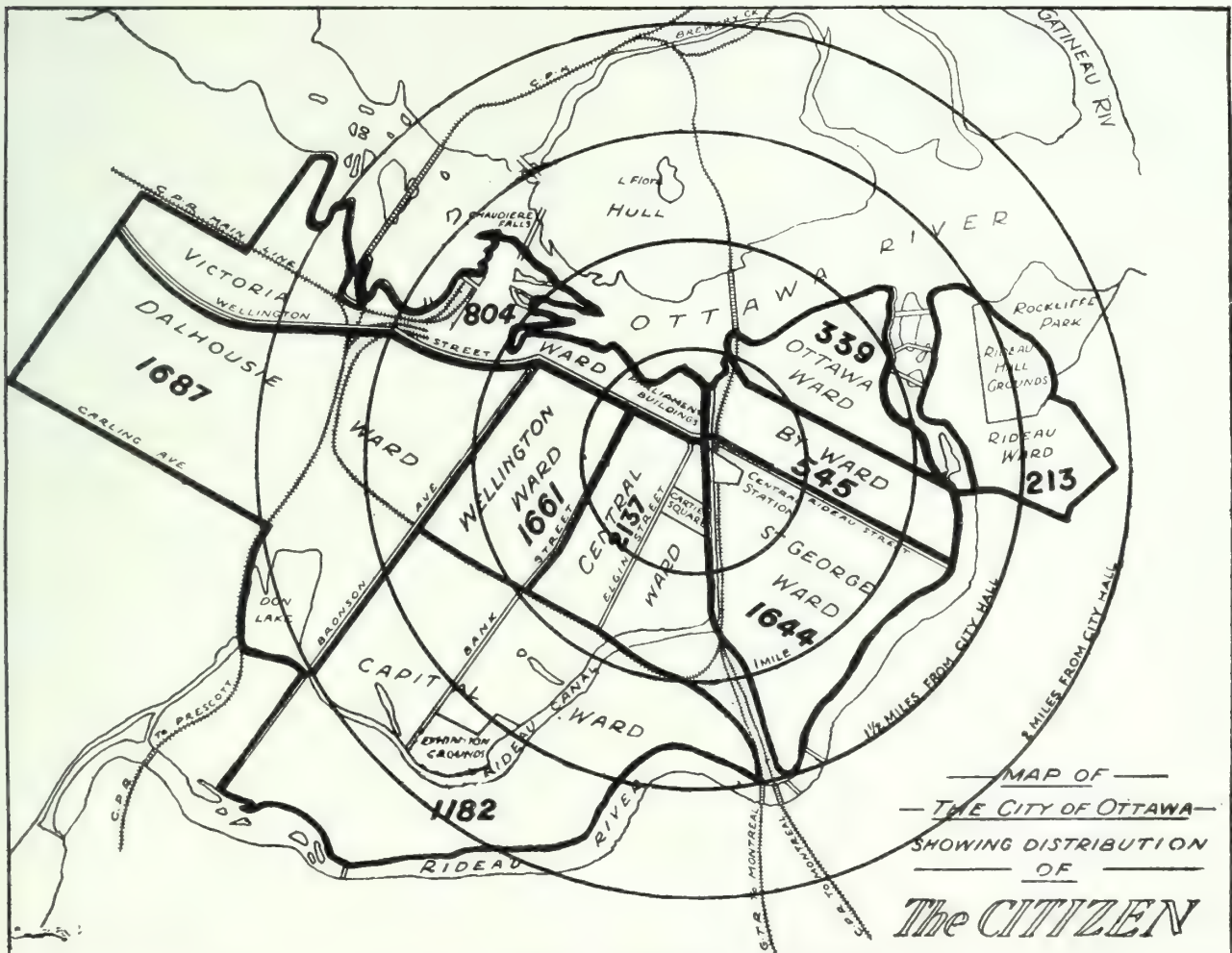
John A. Carswell, *News*, Red Deer, Alta.: Yes. The publisher who secures circulation by fair, honest and old-fashioned means has a far more valuable patronage.

Louis J. Ball, *News*, Vernon, B.C.: This is a difficult matter to analyze, for the fact of a subscriber being secured by canvassing does not necessarily mean that he is not worth as much as another. This is at any rate the case in connection with what are commonly termed "country weeklies."

Arthur W. Roebuck, *Herald*, New Liskeard, Ont.: The advertisers should know enough to ask for this class of information. I am not in favor of forcing the divulging of such information, except as it might apply to postal rates, and even in this connection I am in favor of the newspapers paying their way so that even this may be made a matter of private concern only.

Labor News, Hamilton: No—get them anyway—but get them—the advertiser doesn't care how.

F. S. Jawfs, *Farm and Ranch Review*, Calgary: It makes very little difference to either advertiser or publisher, not worth discussing. The service the paper gives is the essential criterion.



A novel method of showing analysis of city circulation.

FACTS ABOUT SUBSCRIBERS THEMSELVES.

This appears to be a vexed question and one which is not considered vital by many of those replying. The great difficulty seems to be that too much work is involved and it is noteworthy that some large publishers hold the opinion that it would do very well for small papers whilst some publishers of small papers consider that it should apply only to large papers. Others again believed that it might suit trade and class publications best. The answer of one publisher is encouraging, however. He says: "If this sort of information will develop business, why not?" And we repeat, "Why not?" Perhaps not to any great extent—that is a matter that must be decided by each individual publisher—but it is reasonable to suppose that advertisers who have goods to sell to a certain class in a community are deeply interested in knowing how many of that class they will reach by using a given medium. In some cases it might be just as effective to issue a statement showing the number of men employed in factories, etc., out of the total population, and other civic statistics, and place opposite such information the circulation figures of the publication in question in the same city or district.

Some of the replies received in answer to section (b) of the "quality question" follow:

D. Smith, *Times Journal*, Fort William: Should be given.

British Whig, Kingston: The small publisher cannot afford to go so minutely into details.

J. T. Hawke, *Transcript*, Moncton, N.B.: This would place unnecessary expense upon the publisher.

R. M. Glover, *Examiner*, Peterboro, Ont.: We believe an advertiser is entitled to all the information that can be given.

M. R. Jennings, Manager, *Journal*, Edmonton: Any information that is in any way physically possible should be given to any recognized advertiser on request.

Charles V. Coombs, *The Globe*, Toronto: This might do for trade press and magazines, but it is rather difficult to compile reliable information along this line for a daily paper.

Expositor, Brantford: A newspaper should welcome the opportunity to give a prospective advertiser the most complete data in regard to the nature of his paper's circulation. Number of men employed in factories, annual pay roll, bank deposits, etc.; all this information is valuable.

Charles Fee, Mgr. Promotion Dept., *La Presse*, Montreal: Yes, when possible, but this information cannot be obtained for papers with say 100,000 circulation and no carrier service. All *La Presse's* city circulation is sold through news dealers and street sales, and is almost impossible to classify in this manner.

Manitoba Free Press, Winnipeg: Impracticable to give and unfair to ask for such information. Fix upon a form of circulation statement which presents the circulation figures plainly and gives reasonably comprehensive information with regard to distribution. When a uniform circulation and distribution printed form is agreed upon publishers should have no objection to adjusting their books to provide the information required.

W. Garland Foster, *News*, Nelson, B.C.: There is no reason that I can see why a newspaper should object to giving this information, providing it is asked for by a bona fide advertiser or the information will assist in securing any contract. In many cases, however, our own, for example, where 75 per cent. of our circulation is outside of the city, it would be a difficult task to secure this information. Others may be similarly situated. In such cases the supplying of this information should be contingent upon the difficulty of compiling.

H. P. Moore, *Free Press*, Acton, Ont.: Not desirable.

Hal B. Donly, *Reformer*, Simcoe, Ont.: The suggestion has much to commend it to certain classes of publications. Doubt if it would pay a publisher of my class.

Lorne A. Eedy, *Journal*, St. Mary's, Ont.: If this sort of information will develop business, why not? Personally, we are working along this line in a small degree.

R. S. Pelton, *News*, Iroquois, Ont.: Might be of some value to the particular advertiser, but not much, as every community within certain zones is similar in character of employment, etc.

F. Gorman, *Observer*, Sarnia, Ont.: In the case of metropolitan papers of large circulation this might be advisable. In the case of smaller publications in small cities and towns circulation should be based on general.

Louis J. Ball, *News*, Vernon, B.C.: The value of this would not be sufficient to warrant the trouble, as only a limited number of advertisers would consider this division. This might carry weight with certain magazines, but not generally.

David Williams, *Bulletin*, Collingwood, Ont.: Too many details. General classification, such as machinists, iron workers, mill hands, etc., preferable. Such would include information re wages, and thus give an idea of buying power.

F. S. Jaffe, *Farm and Ranch Review*, Calgary: Interesting no doubt, but this sort of thing has become a fetish with some publishers and advertising men.

PAID-UP SUBSCRIBERS.

"This is the best factor," says the publisher of a religious weekly, and many agree that the question is one of vital importance.

In view of the impending postal legislation which will very probably deal with the matter of past due subscriptions the answers given below are of unusual interest. It should be remembered, however, that legislation is of little use unless enforced, and it is pointed out by the circulation manager of a farm journal that the Post-Office Department has already ruled that "subscriptions to weekly papers more than one year in arrears are invalid." Just why such a regulation should specify weekly papers in particular is hard to understand. Inasmuch as an increase in postal rates on second-class matter is anticipated it would no doubt be agreeable to most publishers to make the new rate contingent upon circulation not more than one year in arrears. If such a requirement were adhered to the possibility of advertisers distinguishing between various publications on this point would be eliminated—all would be placed upon the same basis.

The interest shown in this question is evidenced by the following replies from representative newspapermen:

W. Garland Foster, *News*, Nelson, B.C.: This, to my mind, is of vital importance.

C. J. Howell, *The Intelligencer*, Belleville, Ont.: All subscriptions should be paid or cut off.

H. B. Muir, Mgr. Foreign Advtg., *Free Press*, London: The only circulation which I believe valueless to the advertiser is marked copies, exchanges and files.

W. J. Darby, Cir. Mgr. *Mail and Empire*, Toronto: Practically all our subscribers are paid up, and circulation returns should not include those unpaid nor in arrears for any length of time.

Expositor, Brantford: It is important that an advertiser should know whether circulation is paid up or not. The *Expositor* is very particular in this respect, and carries no old accounts.

O. L. Spencer, *Herald*, Calgary, Alta: I do think that the number of paid-up subscribers has a distinct bearing on the value of the circulation for practically the same reasons contained in the answer to your question A.

R. M. Glover, *Examiner*, Peterboro, Ont.: Yes, with further explanation. For instance, we employ in the neighborhood of 90 hands, each one secures a paper free and they are just as good buyers of advertised articles as any readers we have.

J. T. Hawke, *Transcript*, Moncton, N.B.: This would not necessarily be fair, because here in the Maritime Provinces, the practice is not to pay in advance. The great bulk of our circulation, in the city of Moncton for example is paid monthly, and generally one month in arrears.

W. R. Davis, *Herald*, Thamesville, Ont.: I am endeavoring to put my paper on a strictly paid-in-advance system, which I think is the only fair way.

John A. Carswell, *News*, Red Deer, Alta.: No, as the country paper, which is the back-bone of the people, would be legislated against. City papers have to insist on payment in advance.

Hal B. Donly, *Reformer*, Simcoe, Ont.: I strongly supported the suggestion in Mr. Nicholl's report to the Postmaster-General to extend credit to subscribers no longer than 12 months.

W. E. Smallfield, *Mercury*, Renfrew, Ont.: The country paper, close to its clientele, may perhaps carry larger proportion of list not paid promptly, without impairing value of quality, than the larger.

Louis J. Ball, *News*, Vernon, B.C.: It is pretty generally conceded that the paid-up subscribers are the best, but in a rural community this is not always a true index, as it is not always convenient to pay all accounts as they come due.

F. S. Jarvis, *Farm and Ranch Review*, Calgary: Yes, but the term is used in such a wide general sense that all subscriptions are "paid."

James Dale, *Christian Guardian*, Toronto: This is the best factor. If a person subscribes for and pays for a paper it is the best evidence that I know of that he wants the paper and therefore reads the paper.

J. L. Middleton, *Grain Growers' Guide*, Winnipeg: Only paid-in-advance subscribers should be counted or those not more than one year in arrears. Where a whole lot of trouble crops up is in the fact that *Postal Regulations in Canada are not enforced*. I have a letter from the Postmaster-General which reads as follows:

"Subscriptions to weekly papers more than one year in arrears are invalid. Publishers found tendering such matter at bulk rates will be required to pay thereon the regular transient rate of one cent per four ounces or fraction thereof, to each separate address, and are warned that continued attempts to forward such matter will be followed by suspension of postal privileges. Subscriptions are valid only when personally authorized. It is not possible for any person, firm, institution, or interest whatsoever to validate a subscription to a second person or persons."

Very few farm journals adhere to the postal regulations in this respect. Many of them get a farmer to subscribe for one year, and then continue to send him their paper as long as he will take it out of the post-office. The fact that a large circulation brings better advertising patronage causes many journals to use unscrupulous and illegitimate methods to circulate their paper, and also to publish false statements of their number of subscribers.

Concerning Locality

Do you consider it an advantage in soliciting advertising to give locality of circulation in detail?

- (a) *Newsboys and dealers.*
- (b) *Number of local subscribers by wards or routes.*
- (c) *Number of subscribers by provinces.*
- (d) *Number going to each post office in each province.*

A GOOD DEAL of what has been said concerning quality of circulation applies also to the discussion of the questions set forth in the above panel. Here again we find a general agreement so far as the principle involved is concerned, though opinions differ as to the extent of the information which should be given.

In the case of the smaller weekly papers the actual mailing list is probably the most convenient means for giving such information, when desired by local advertisers. And right here it might be said that such a plan is at times very effective. For instance in a small community where the townspeople are well-known to the local merchants it means much to a publisher to be able to show a merchant the actual names of representative citizens on his mailing list. It is frequently possible to clinch a contract in this very way.

The question of locality of circulation and its relation to advertising is becoming more and more a problem to the daily papers and weekly publications of a general nature. The fear of "overlapping" is ever present in the mind of the modern advertising expert, and as has been said before, he is to-day demanding detailed information in order that he may make intelligent decisions in planning a national campaign.

If the daily papers in the smaller cities are to maintain their rightful place in the newspaper world, they must show the buyers of space that they cover their respective localities more thoroughly than all the "outside" mediums coming in to their territory combined. To give this information definitely might sometimes entail

a complete canvass of the city and district, but in many cases this would be a profitable investment. A case in point is that of the city of Kingston, a special article relating to which is published in another part of this issue.

An excellent way of showing distribution of circulation is that used by *Ottawa Citizen* and illustrated on page 67. The figures on the map give the desired information in tabloid form and enables the paper to make a strong bid for the retail advertising in wards where its circulation is particularly large. The same plan could be worked out on the provincial basis, giving figures for counties.

Many of the answers received were of a general nature, so it was decided to print them all under one general head and where answers relate specifically to one or more of the four sub-divisions that fact is indicated by the use of corresponding letters, as (a), (b), etc.

Publishers who have not been furnishing any information along the line of locality of circulation will find some exceedingly valuable suggestions in the following replies:

C. J. Bowell, *Intelligencer*, Belleville, Ont.: Might do for large city papers.

W. C. R. Harris, Business Mgr. *Star*, Toronto: Undoubtedly it is a great factor.

British Whig, Kingston: Circulation by provinces all we were ever requested to give.

Charles V. Coombs, *Globe*, Toronto: Most emphatically yes. This is especially important where one is selling quality circulation.

W. Templeman, *Times*, Victoria: Yes, to a reasonable extent, say in a city or within a certain radius thereof, or in a county.

J. T. Hawke, *Transcript*, Moncton, N.B.: No advantage to a small city daily. The daily publishes for its own community and immediate districts.

Manitoba Free Press, Winnipeg: (a) Advertisers have expressed satisfaction at the very full information we give regarding the distribution of our circulation.

Charles Fee, Mgr. Promotion Dept. *La Presse*, Montreal: Very much so. In fact we're trying to educate advertisers to ask for statements like this for their own protection.

Expositor, Brantford: There would seem to be no good reason why an advertiser should not be shown such details as these: (a) Number in city by route boys; (b) Number by news boys; (c) Number within a radius from which local advertisers may expect business; (d) Number outside the above radius.

O. L. Spencer, *Herald*, Calgary: (a) Of course in our case it is necessary. It is an advantage because our system is such that the bulk of our circulation is a house to house delivery circulation. That is to say—it is delivered directly from this office. We do not sell routes or have many agents, but this is, I think, a purely local condition and should be treated as such; (b) This applies more to local advertising than general advertising, and we have found it to be very good business for us to get out in detail these figures, so that we can show merchants in different parts of the town the class of business we can pull over; (c) I also consider this as good business for the general advertiser, who is endeavoring to cover a large area in an economical way, and must choose his publications so as not to overlap any more than possible. The same things applies to (d).

H. P. Moore, *Free Press*, Acton: Too much detail.

R. D. Croft, *Banner*, Ailsa Craig, Ont.: Too much detail.

Arthur W. Roebuck, *Herald*, New Liskeard, Ont.: Providing the facts "pull"—assuredly yes.

Charles Hynds, *News-Record*, Lumsden, Sask.: It is a great advantage. Not much use soliciting ads. from local advertisers if circulation is beyond radius of immediate community.

J. L. Middleton, *Grain Growers' Guide*, Winnipeg: Yes, if advertiser wishes to reach a certain class of people.

J. J. Gallagher, Acton Publishing Co., Toronto: (a) Yes, when dealing with keen buyers of space. In dealing with ordinary men spending very little on advertising, too much information may be more harmful than not enough; (c) There is a growing demand in all quarters for information of this sort.

F. S. Jarvis, *Farm and Ranch Review*, Calgary: Depends upon the particular case. In some instances it would be a waste of time and an offence to the prospect to dwell on the matter, but if the prospective advertiser wanted a certain distribution the publisher should give him an idea of what he would get; distribution is as important in many cases as total circulation.

NEWS OF PRINTERS' ORGANIZATIONS

MONTREAL PRINTERS' BOARD OF TRADE HOLD ANNUAL BANQUET.

REPRESENTATIVES of the Printing and Allied Trades in Montreal and from many other parts of Canada and the United States, gathered at the Ritz Carlton Hotel Saturday night, February 14, on the occasion of the 6th Annual Banquet of the Montreal Printers' Board of Trade. In the course of the speeches, reference was made to the organization of a Canadian Federation of Printers

which it is hoped will be undertaken before long and to the fact that the Government had voted the sum of \$10,000 for a School of Printing and Binding.

J. B. Lapointe, President of the Board, who presided, welcomed the guests on behalf of the Montreal Board, speaking of the good work accomplished by the organization. It was hoped the organization of a Canadian Federation of Printers was not far distant.

The formal toasts of the evening, after the King's health was drunk, were "Our Guests" and "The Craft." The Toast of the Guests was proposed by Chas. S. J. Phillips, a past president of the Board; he referred to the fact that there were representatives of the Printing and Allied Trades present from various parts of Canada and United States. He spoke with deep regret of the death of C. H. Parmelee.

Walter J. Berwick of Boston conveyed the greetings of the Boston printers. John M. Imrie of the Canadian Press Association, Toronto, Daniel Baker of the Graphic Arts Board of Trade of Toronto, E. E. Cinq-Mars, King's Printer of Quebec, and J. Kilpatrick, of Ottawa, also spoke. Howard Murray, president of the Montreal Branch of the Canadian Manufacturers' Association outlined the history of the printing trade, which he said had done more for civilization than any other business. He advocated the establishment of a central body to direct technical education in Canada.

The toast "The Craft" was proposed by C. R. Cornett, and replied to in a very able manner by J. Emile Roy, president of the Association Canadienne des Imprimeurs.

A pleasing incident was the presentation of an address to Chas. H. Tice, secretary-manager of the Montreal Printers' Board of Trade. This was accompanied by a miniature motor car with a chauffeur in livery, which was the subject of considerable merriment.

GOOD PUBLICITY OF TORONTO BOARD.

FOR SOME time past the Graphic Arts Board of Trade of Toronto has been sending out at regular intervals some very original pieces of printed matter, the object of which was to arouse a greater degree of interest in the work which the Board is doing and consequently increase the scope of that work and add to its membership.

The earlier numbers of the series were more in the way of "attention getters" and "interest arousers," but quite recently a new piece has been issued which consists of an eight page booklet, 9 x 12, and tells in detail the objects for which the Board stands and the manner in which its work is conducted. Three pages are

devoted to "Board of Trade Ethics" which should be read by every broad minded printer, whether he is in sympathy with organization work or not. The "Ethics" are classified under "Our Duty to Ourselves," "Our Duty to Others" and "Our Prices and Estimates." This code of ethics stands for "methods of competition which are clean, honorable and legitimate."

MANY TORONTO PRINTERS ATTEND BANQUET AND SEE "THE REVISED PROOF."

OVER 200—Toronto printers and lady guests—attended the annual banquet under the auspices of the Graphic Arts Board of Trade of Toronto, held in the Assembly Hall, Temple Bldg., on February 18. The affair was a brilliant success from beginning to end—there was not a hitch of any sort to mar the complete enjoyment of the occasion throughout the entire programme.

After the needs of the "inner man" had been amply satisfied Atwell Fleming, who presided, called upon the gathering to drink the toast to the King, which was heartily responded to by the gathering.

Mr. Fleming then gave a brief address, welcoming all present and referring appropriately to the educational work being carried on by the Graphic Arts Board of Trade. He said the Board of Trade was "a clearing house for trouble." Of course there were some printers who had no troubles—those who were dead. To illustrate his point Mr. Fleming quoted from the preface to the Essays of Elia, by Charles Lamb: "There comes a time in the lives of most men when the bell rings for prayer and unhappy are they, who, when it does, have nowhere to carry their heart's supplications." "The printers of Toronto," said the speaker, "can carry their difficulties to the Board of Trade. The printing business is full of difficulties, and one of the most difficult is estimating. The Board of Trade idea is the eliminating of mistakes in this connection. It is in no sense a trust—the office is open to printing customers for information and to printers for checking prices. Its purpose is to eliminate errors and to teach how to estimate correctly." Mr. Fleming said he had a boundless faith in the dignity and ability of his calling. "It has," he said, "brought the best that all the great sages have thought and wrote down through the ages and made it the common heritage of the civilized world and that is a heritage of which we may well be proud."

The feature of the evening was the presentation, for the first time in Canada, of "The Revised Proof," a printers' drama in two acts. It was effectively staged and well rendered by a cast of local printers. The play centres around the career of W. Canton Rittenhouse, an idealist who has made a name for himself as an art printer, but has no regard for costs, and consequently sells his work for about half what it is worth. George Pierce, his book-keeper, takes off a balance sheet which shows a deficit of \$15,000, and tells Rittenhouse his lack of business management has made him a bankrupt. Billy Goodsell, a paper salesman, Wilson Walker, an ink salesman and George Warren, a collector for a type supply house, call on Rittenhouse and insist upon payment of their respective accounts, all of which are long overdue. During their call a customer arrives and by flattering Rittenhouse and lying to him induces him to take a catalogue job at \$450 on which another printer had quoted \$750. The three travelers agree that ignorance of costs and careless business methods are the source of all Rittenhouse's business troubles and express regret that he has persistently refused to have anything to do with the Board of Trade.

That evening Charles Baker, a Board of Trade missionary, calls upon Rittenhouse for the tenth time and again impresses upon him the absolute necessity of combining the technical knowledge of the business, which all admit he possesses, with modern business methods. Baker tells him incidentally that his present policy constitutes a menace not only to himself but to all others in the trade. To all of his entreaties and arguments Rittenhouse replies that the others are "dirty money grubs," whilst he is an "art printer."

Robert Blackstone, a retired business man and Rittenhouse's prospective father-in-law, calls upon him the same evening and when he learns the hopeless condition of the business he forbids any communication between the unfortunate "art printer" and his daughter, Reba. This makes Rittenhouse desperate and he is about to suicide when there enters, noiselessly, a portly individual clothed in the garb of the 17th century, who tells Rittenhouse



he is the ghost of Benjamin Franklin. Standing motionless at the door, he admonishes the printer to beware of the consequences of the course he is pursuing and advises him, if it is not yet too late, to instal the cost system and modernize his business methods. The shadow departs, and with the accusing balance sheet before him and the words "too late" on his lips he is again about to end his troubles when who should enter but Reba Blackstone, his fiancée. She wastes very little time in consoling him, but makes a partnership proposition on condition that the cost system is installed immediately. Mr. Blackstone arrives and after explanations have been made the partnership is arranged and the old man agrees to sanction a renewal of the engagement at the end of a year if the business succeeds.

The second act opens on the story a year later. The office is scarcely recognizable. New furniture has replaced old, an adding machine and a typewriter have been installed and incidentally Rittenhouse has had his hair cut. Mrs. Pierce, wife of the bookkeeper, and intimate friend of Reba Blackstone, fills the position of stenographer and delights in answering telephone enquiries with the words: "We never disappoint our customers." This is in striking contrast to the former days when no regard was had for the keeping of promises. Accounts are paid promptly and discounts taken advantage of. Goodsall, Walker and Warren call upon Rittenhouse and are each promised consideration when the next order is being placed in their respective lines. Baker also makes a friendly call and is warmly thanked by the now wide-awake printer for his good advice—once resented. Reba Blackstone, Rittenhouse's partner, enters, followed closely by her father. Partners, bookkeeper and stenographer all join in demonstrating to the old man the success of the business and its present sound status and Reba then reminds him of his promise of a year ago. Of course the old man gives his consent and— you know the rest.

The play is a concrete demonstration of the utter impossibility of succeeding in the printing business without an accurate knowledge of cost and of what may be accomplished if a proper system is installed backed up by sound business management.

Most of the players were prominent local printers, and injected considerable humor by occasional jibes at well-known local characters in the trade. John and Jimmie, printer's devils, enlivened the first act, by doing clever tricks, when left in charge of the office.

The complete cast was as follows: W. Caxton Rittenhouse, Milton C. Lee; Robert Blackstone—Colin Harris; George Pierce—G. R. S. Fleming; Reba Blackstone—Miss Ethel Stocks; Caroline Pierce—Miss Grace Webster; Charles Baker—C. I. Cummings; Ghost of Franklin—Clarence James; Billy Goodsall—K. S. Zimmerman; Wilson Walker—J. G. Wilson; George Warren—A. L. Lewis; John and Jimmy J. L. Lewis and Cranville A. Irwin; L. I. Godfrey H. O. Edwards.

Excellent music was furnished by an orchestra and several vocal numbers were well rendered by the Manchester Male Quartette. A large number remained to participate in dancing which followed the conclusion of the programme.

WINNIPEG.

THE ESTIMATING Classes conducted by the Winnipeg Printers' Board of Trade have picked up considerably in attendance, and interest has gone up to the top notch at the present time. The course is nearing its completion for this season. At the end of the twelve lessons we expect to give a certificate of attendance and standing to all those who have been regular in attendance. There have been nineteen men who have been very regular in attendance. Most of these have attended every class, and but three or four have missed one class only.

A. S. DUNBAR.

SOCIAL TIME AT EDMONTON.

ON SATURDAY evening, February 14, the Edmonton Master Printers' Association held a Valentine Social in the Blue Moon Tea Room. A sumptuous banquet was served and afterwards cards and dancing were indulged in until 12.



C. P. A. Annual Meeting Will Be Announced Soon

COMPLETE announcements regarding the Annual Meeting of Canadian Press Association will be made in the next issue of *Printer and Publisher*. A meeting of the Executive Committee has been called for March 5, and it is likely at that time that the place of meeting, date, and at least some of the details of programme will be decided upon. It is expected that this year's meeting will be the most largely attended in the history of the Association, and it is hoped to make it a record-breaker in other respects as well.

E. H. Harcourt, Toronto, Suffer Fire Loss

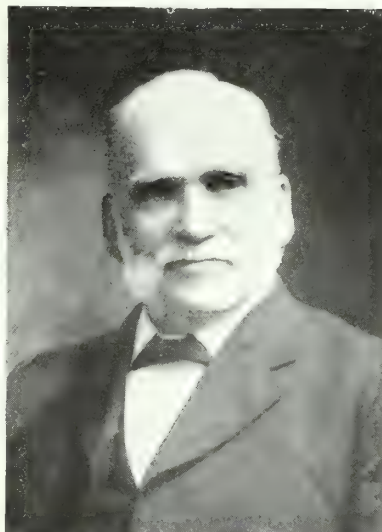
On February 11th, E. H. Harcourt & Co., publishers and lithographers, whose premises are located at Wellington and Windsor Sts., Toronto, suffered fire loss to the extent of between \$20,000 and \$30,000. Only the existence of a fire wall, which surrounded the furnace and extended up to the roof, prevented the complete gutting of the establishment. The loss was fully covered.



New Printing Bureau Planned at Ottawa

IN PRESENTING the estimates for the coming year for the Department of Printing and Stationery, the Hon. Louis Coderre, Secretary of State, announced that in the supplementary estimates an amount would be included for the preparation of plans for a new government printing bureau.

The Government have leased part of the new building of the Theatre Francais for a stationery depot, to relieve the crowded condition of the Printing Bureau.



DAVID BENTLEY
Montreal printer who celebrated his
80th birthday on February 12

A Convenient Way of Handling County Printing

SOME TIME ago an article appeared in *Printer and Publisher* telling how Bruce County handled the County printing. It is encouraging to note that the same amicable relations between the Bruce Press Association and the County Council which were mentioned in that article are still flourishing as evidenced by a recent communication from E. Roy Sayles, publisher of Port Elgin *Times*. Mr. Sayles says:

On January 20th the president and secretary of the Bruce Press Association attended the session of the Bruce County Council at Walkerton. The tenders for the County printing were put in by the representatives as an Association tender. The committee on education and printing asked the printers to meet with them and the tender was opened and awarded promptly to the Association. The committee of the Council expressed themselves as pleased in that the Association had taken them into their consideration, and saw fit to endeavor to explain to them some of the details connected with the County printing.

HAPPENINGS OF THE MONTH

Among the Job Offices

A new job printing office is about to be opened at Amherst. The Mortimer Co., Ottawa, are adding additional offset presses to their equipment.

Business in Ottawa has been exceptionally brisk of late, and indications are that it will continue so.

The Efficient Printing Co., Sydney, N.S., are installing a Pony cylinder and a Hicok ruling machine.

Trade in Saskatoon is reported to be fairly good for the month and very few men unemployed.

On February 1 the name of the Moore Print Shop, Limited, 90 Ontario Street, Toronto, was changed to Moore-Telford, Limited.

Falcon Printery, St. Catharines, has moved from 42 St. Paul street to a new building on William street, opposite the Mansion House.

E. S. Munroe, of the Wilson-Munroe Co., wholesale paper dealers, Toronto, is spending an extended vacation in Florida. He is accompanied by Mrs. Munroe.

A new job printing establishment has been opened at Chilliwack, B.C., under the name of Brown Bros. W. R. Brown, the senior partner, was until recently on the staff of Colis Goss, Mission City, B.C.

Lyon & James, Limited, Toronto, have moved from 172 King West to the Doherty Bldg., 310 Spadina Ave. The new premises give this growing firm nearly twice as much floor space as formerly. Considerable new equipment has been added.

The Government Printing Bureau, Ottawa, was closed on January 24 out of respect for the late C. H. Parmalee, King's Printer, whose funeral was held on that date. Over 500 employees of the Bureau took advantage of the opportunity to attend the funeral.

The printing office conducted for some years in Welland by Ed. Brennan has been purchased by Frank Campbell and Ed Wade, C.E. Mr. Campbell served as a printer for some years at Grand Rapids, but has been more recently connected with Quality Beds, Limited, a manufacturing firm.

Dredge-Crossland is a new job printing concern in Edmonton, Alta. Walter Dredge, one of the directors, was formerly the head of the Dredge Printing Co. Robert Crossland, manager of the new firm, is a recent arrival from Saskatchewan, but was at one time manager of the Bradburn Printing Co. at Edmonton. Dredge-Crossland, Ltd., are members of the Master Printers' Association.

With the Newspapers

MARITIME PROVINCES.

Dr. D. W. Johnson, editor of the *Westegan*, Truro, N.S., is convalescing from a critical illness.

Alfred E. McGinley, editor of *St. John Standard*, has gone to Ottawa to represent his paper in the press gallery there.

Friends of R. P. Allen, editor of the *Fredericton Mail*, will regret to hear of his being confined to his home with erysipelas.

New Glasgow *Eastern Chronicle* has purchased a Dispatch drum cylinder press, and the paper will soon be issued as a daily.

J. Fred Benson, publisher of *Chatham, N.B. Commercial*, has retired from the position of Warden of the County of Northumberland.

J. L. Stewart, *Chatham, N.B. World*, went to Fredericton on February 26 to take his seat as a member of the Legislative Assembly.

John C. Standing of the printing department of the *St. John Standard* was married this week to Miss Otis Margaret McLeod, of Carsonville, N.B.

W. J. Herder, proprietor of the *Evening Telegram*, St. John's, Newfoundland, is attending the curling bonspiel which is now taking place in Halifax City.

Rev. D. S. O'Keeffe, having been transferred to another parish, has resigned his position as editor of the *New Freeman*, St. John, N.B. His successor is Rev. Charles J. McLaughlin of Fredericton.

Halifax *Chronicle* prints a grotesque diagram showing "myriads" of figures thrown together, and invites its readers to add them up. A maximum prize list of \$1,860 in gold is the inducement offered.

H. B. Anslow, *Campbellton Graphic*, and John Morrissy, *Newcastle North Shore Leader*, played on the Campbellton and Newcastle teams respectively in the great bonspiel for the North Shore Championship cup.

Dr. J. H. McDonald, of McPhail Memorial Baptist Church, Ottawa, and formerly of Brunswick Street Baptist Church, Fredericton, has been appointed editor of the *Maritime Baptist*, published at St. John. Dr. McDonald succeeds the late Rev. Joseph McLeod, D.D.

Newspapermen in St. John and elsewhere were shocked and grieved to learn of the sudden death of a former St. John news-writer, S. Albert Wetmore, who while visiting in San Francisco, Cal., was struck by an electric car and instantly killed. Mr. Wetmore was a member of the writing staff of the *St. John Globe* for eight or nine years, leaving there for Boston about 1886. He was fifty-five years of age and had a splendid record in journalistic circles. From 1887 to 1897 he was city editor of the *Evening Herald*, of Boston, then "the greatest daily in New England."

QUEBEC.

H. Blount, who was Telegraph Editor of *Montreal Daily Telegraph*, is now with the *Ottawa Citizen*.

A new weekly to be called "The Owl" will be issued shortly at Montreal. It will be devoted primarily to women's interests.

Since the resignation of Hon. W. S. Fielding, C. Gordonsmith has taken charge of *Montreal Herald and Telegraph* as Editor-in-Chief.

Raymond Byrnes, the hold-up man who assaulted A. W. Moffatt, cashier of *Montreal Herald* and robbed him of \$500, was sentenced to five years in the penitentiary.

C. F. Goldthwaite of *Montreal Herald* has been appointed News Editor of *Ottawa Journal*, and F. G. Phillips, also of the *Herald*, goes to *Ottawa Free Press* as City Editor.

Montreal Star and *Sherbrooke Record* have the sole right in Quebec province for distributing "Heart Songs," a song book sold at a low price in conjunction with coupons.

W. S. Thompson is the new City Editor of *Montreal Herald and Telegraph*. W. J. Jeffers has left the *Daily Telegraph* to be Quebec



Committee of Judges in Mergenthaler Linotype Contest

Parliamentary representative of *Montreal Gazette*, and H. N. Moore has gone to *Montreal Star*.

Starrett, formerly Exchange Editor of *Montreal Daily Telegraph*, has been appointed night editor of the Canadian Press in Toronto, and W. M. Stewart, who did city hall for the *Telegraph*, has gone to the *Toronto World* as Assistant Managing Editor.

John Dougall & Son, Montreal, will move back into the corner premises in the Witness block at the expiration of the *Telegraph* lease on May 1. It is said considerable changes are contemplated in the make-up of the two principal Dougall publications, the *Weekly Witness* and the *Canadian Pictorial*.

As a result of the amalgamation of *Montreal Herald and Telegraph*, many newspapermen were temporarily thrown out of employment and several have obtained posts outside of Montreal. Ben Deacon, managing editor of the *Herald*, was one of those who resigned. His successor is Roy Carmichael, formerly news editor of the *Telegraph*.

Montreal Star has issued the second edition of its "Automobile Blue Book." It contains much interesting and well-classified data regarding automobiles in Montreal, including a list of owners registered from April 1 to the end of 1913. Incidentally the value of the *Star* as an advertising medium for automobile makers and dealers is emphasized.

Alexander Bernard, a well-known Montreal journalist, died suddenly Monday night as he was driving to his home at 194 Champ de Mars. Mr. Bernard had been engaged in reporting work for *La Presse* for ten years and previous to that was engaged in similar work for *Le Journal*. He had been in poor health for some weeks, but his condition was not considered to be serious. He was thirty-eight years of age.

ONTARIO.

Harriston *Tribune* has suspended publication.

Listowel *Banner* is conducting a voting contest.

The Welland *Tribune* has installed a Lanston monotype.

Fort William *Times-Journal* is installing a new newspaper press.

Hugh Fullerton is writing special sport articles for *Toronto News*.

Woodstock *Sentinel-Review* conducted a "Dollar Day" on February 21.

Huron County publishers report good business during December and January.

Eli Grose, St. Mary's *Argus*, is recovering from an attack of typhoid fever.

C. F. Stone, publisher of Perth *Expositor*, has been offered a Government position.

R. D. Millar has been appointed auditor of London *Free Press*, in succession to C. F. Complin.

J. Coram, of the Drayton *Advocate*, is able to be around again after an illness of about a year.

Newmarket *Era* was 67 years old on February 6 and celebrated the occasion by installing a linotype.

Guelph *Herald* conducted a successful "Dollar Day" for the merchants of that city on February 19.

London *Free Press* is distributing "Heart Songs" on the coupon plan and a small cash payment.

St. Thomas *Times* is offering a touring car, pony and cart, piano, etc., as prizes in a voting contest.

Thamesville *Herald* announced a strictly paid-in-advance basis for all subscriptions, commencing January 1.

George F. McKinnon, proprietor of Smith's Falls *Record*, has been bereaved by the death of his son Edwin.

H. B. Elliott, of Wingham *Times*, in the recent municipal election, headed the poll as a member of the council.

Ottawa *Journal* has in preparation a special souvenir edition in connection with the opening of their new building.

Peter Byrne, who was at one time editor and publisher of the old Prescott *Telegraph*, died in London, Eng., at the ripe age of 84 years.

Fergus *News-Record* has installed a new Falcon job press, and is now one of the best equipped country offices to be found anywhere.

John Henry Williams, who got out the first issue of Brockville *Daily Recorder*, died at his home in Toronto on February 9, aged 60 years.

Mrs. M. A. James gave her annual dinner to the staff of Bowmanville *Statesman* on January 21, in honor of Mr. James' 66th birthday.

Toronto News is conducting a "Booklovers' Picturegame" Contest, a picture being published each day representing the title of a book. \$5,000 is offered in prizes.

Colin F. Campbell, at one time proprietor of Warton *Echo*, and since connected with various papers, died at the General Hospital, Toronto, on February 2nd.

Toronto Globe has discontinued its "*Weekly Globe and Canada Farmer*" and has added two pages to its Wednesday daily dealing with agriculture and country life.

The Oshawa *Reformer's* circulation contest, which has been in progress the past two months, closed February 14, and resulted in adding five or six hundred new subscribers.

"Billy" Slee, sport writer on *Toronto Telegram*, and formerly on *Toronto World*, died on February 19 after a long illness. Mr. Slee had been confined to his bed for the past year.

A. E. Bradwin, of Goderich *Signal*, has been on the sick list for two months. His numerous friends will be pleased to learn that he hopes soon to be able to again take charge of his office.

Port Arthur *Daily News* has opened an office in Fort William and placed W. S. Harris, formerly of Fort William *Times-Journal*, in charge. The office is situated next door to the *Times-Journal*.

Mayor A. E. Stephenson, of the New Liskeard *Speaker*, skipped one of the two rinks at the Sudbury bonspiel this month which got away with the Dewar Cup, the biggest thing in northern curling year.

Miss Erma L. Green, society editor of Berlin *News-Record*, has left that paper to take a position on the editorial staff of Galt *Reporter*. Before her departure she was presented with a cameo ring.

H. B. Elliott, of Wingham *Times*, is making arrangements to build an addition to his office. The printing plant will be housed in the new building and the present premises used as extra room for business office and stationery stock.

Dundas *Banner* has just closed a most successful voting contest, in which the prizes awarded were Shetland ponies. Several hundred new names were added to the subscription lists. The Dominion Circulation Co. conducted the campaign.

Caldwell E. Brown, formerly of Newmarket *Era*, has taken over the management of Cochrane *Northland-Post*, and that paper's policy is now Conservative. Horace Bell, the former manager, will continue to act as Cochrane representative for Cobalt *Daily Nugget*.

The plant and business of the Renfrew *Journal* has been purchased by Geo. Reeves, lately of Cayuga *Advocate*, and formerly of Eganville *Enterprise*. The paper, which ceased publication some seven months ago, will be revived. Mr. Reeves began his newspaper career some twenty years ago in the office of the Renfrew *Mercury*.

J. W. Bengough has taken over the editorship of the *Canadian Royal Templar*, succeeding T. J. Shanks. Percy A. North, of Hamilton, is assistant editor. The paper is the organ of the Royal Templars of Temperance, whose headquarters are at Hamilton. The paper is, however, printed in Toronto, and Mr. Bengough will continue to reside there.

Oshawa has had a free advertising sheet for the past two or three months, which is called the *Free Press*. It is an eight-page paper, quarter-sheet size, edited by John Knott, and printed by Porter & Son. It is understood it is to be changed to a four-page six-column quarto, and that Porter & Son are installing a Campbell pony press on which to print it.

W. J. Watson, who gave over the work of editing Oshawa *Vindicator*, of which he is managing director, when he became Police Magistrate, to J. D. MacFarland, of the Belleville *Intelligencer*, has dispensed with the latter's service some time since and has resumed the editorship of the paper himself again.

The *Agricultural Gazette of Canada* is a new publication now being issued by the Department of Agriculture, Ottawa. It is published monthly and is intended to link up the Dominion and Provincial departments, and to supply the press and those engaged in official agricultural work with information relating to the educational and scientific side of agriculture. It is not intended for general distribution.

Prompt and efficient action by the local fire department resulted in saving the office of Port Arthur *Chronicle* from destruction by fire on February 9. The blaze started in the boiler room and was spreading, via a wooden partition to the floor above when it was discovered and the alarm given. The damage was slight and very little inconvenience was caused.

The death occurred at Toronto on February 1, of Mrs. Grace E. Denison, better known as "Lady Gay," of Toronto *Saturday Night*, having been connected with that paper as society editor for the past 20 years. Mrs. Denison was taken ill only a few days before her death, and was operated on for appendicitis, and although the operation appeared to be quite successful, septic poisoning developed, and caused death.

MANITOBA.

W. J. Rowe, publisher of Manitoba *Western Canadian*, underwent an operation in Winnipeg.

C. J. Egan, who has been president and editor of *Domintion Magazine*, Winnipeg, since last October, has resigned and has returned to his home in Kansas City.

February 10 was "Press Night" at the Empire Theatre, Winnipeg. Over 300 newspapermen from all departments of the local dailies attended, accompanied by their wives, mothers or sweethearts.

Winnipeg *Free Press* has issued in booklet form an article entitled "United States Manufacturers Should Advertise in Canada," written by Henry De Clerque, and first published in *Judicious Advertising*, Chicago.

A new monthly publication for the Jews of Western Canada is soon to be published at Winnipeg. It will be known as the *Canadian Western Jewish Times* and will have associate editors in Western Canadian cities. A. L. Barron is business manager.

SASKATCHEWAN.

Wolseley *News* recently concluded a pony contest.

Moose Jaw *Times* is using a baseball puzzle contest.

A. M. Jones, superintendent of Saskatoon *Phoenix*, has resigned.

Grenfell *Sun* is giving \$300 in prizes in a circulation contest.

Saskatoon *Phoenix* held its third annual bargain day on February 7.

Kerrobert *Citizen* had a narrow escape from being completely gutted by fire on January 26.

Wm. J. Purnell, formerly of Imperial, has purchased an interest in the Yellow Grass *Herald*.

The *Touchwood Journal* is the title of a new paper now being published at Kelliher. K. S. Thordarson is proprietor.

John Gordon Bingham, a collector on Saskatoon *Phoenix* for the past year, dropped dead of heart failure on January 27.

Rosthern *Enterprise* is conducting a circulation contest, and is using *Canadian Countryman*, Toronto, in a special clubbing proposition.

Among the first parcels to be mailed by parcels post in Regina were some small model elevators filled with wheat which *The Leader* sent to some of the public men of the city.

An explosion of chemicals occurred in a dentist's office over the *Citizen* quarters and started a fire which was extinguished only after strenuous efforts and a portion of the upper part of the building was gutted. As it was the *Citizen* suffered considerable damage from water, but the paper was issued as usual on Thursday, the 29th.

ALBERTA.

A. M. Nicol recently became editor of Athabasca *Northern News*.

Wetaskiwin *Times* is conducting a voting contest, offering \$300 in prizes, all cash.

T. W. Quayle has resigned from the editorship of Lethbridge *Herald* and has gone to Edmonton. On the eve of his departure he was presented with a handsome electric silver candelabrum.

A. M. McDonald, editor of *Alberta Illustrated News*, Edmonton, has been promoted to the management of the paper in succession to R. A. Godson, who resigned to take over the management of *Le Courrier d'Ouest*.

H. E. Cummer has severed his connection with Winnipeg *Saturday Post* in order to establish a new paper at Athabasca. Mr. Cummer, with J. H. Woods, now of Calgary *Herald*, founded the *Wainwright Star* in 1908.

W. D. Mackay has disposed of his interests in Carlstadt *News* and the paper is now in the hands of C. C. Stuart and H. S. Ketchum. Arrangements are being made for the transferring of the interests of Mr. Ketchum to Mr. Stuart, who will thereupon become sole proprietor.

BRITISH COLUMBIA.

Victoria *Colonist* has installed an up-to-date ventilating plant.

Vancouver *World* readers are counting the dots and paying 50 cents on account of subscription for each guess.

W. K. Esling, proprietor of Rossland *Miner*, has returned from an extended trip to New York. He expects to leave again shortly for California.

Vancouver Press Club held an enjoyable ball at the Dominion Hall on February 20. A large number of newspapermen and their friends attended.

The Kootenay Liberal Publishing Co., Ltd., and the Prince George Publishing Co. were two companies incorporated at Victoria, B.C., on Jan. 14.

A despatch from Nelson says: "Members of the liberal party are trying to collect sufficient funds to start a strictly party paper in Nelson in opposition to the *Daily News*, which for some years has pursued a more or less independent course, although nominally a supporter of the conservative party. They have raised a certain amount locally and hope to secure the balance from party friends on the outside."

THE BEST REMEDY FOR STATIC ELECTRICITY

IS THE THOMPSON STATIC NEUTRALIZER. Many Canadian printers have solved their press-room troubles by applying this scientific apparatus, and by keeping their presses running in the coldest weather have saved their cost in a single season. Thousands in use in all parts of the United States and Dominion of Canada. Ask the Toronto Type Foundry for prices and literature.

THOMPSON STATIC NEUTRALIZER
1645 OLD COLONY BLDG. - - CHICAGO, ILL.

INTERTYPE PARTS CATALOGUE.

THE INTERNATIONAL Typesetting Machine Company is sending out a new parts and supplies catalogue to all users of Intertype and Linotype machines. Evidently the new company believes in advancing its argument of superior quality by producing a superior catalogue. At any rate their first book is a particularly well-dressed job and is arranged in a decidedly original and convenient manner, with a view to making the ordering of supplies as simple and convenient as possible. Halftone illustrations of the thousands of parts used on Intertype and Linotype machine are shown, and as far as possible all parts are shown assembled, so that the small est screw can be located at a glance. The names of the parts, and prices, are placed on the pages facing the illustrations, instead of in the back of the book. The prices quoted in the catalogue are net and took effect March 1.

According to a letter enclosed with each catalogue, most of the parts shown will fit perfectly on Linotype machines. All such parts carry their Linotype numbers, as well as Intertype numbers.

INDEX FOR LINOTYPE BULLETIN.

An eight-page index to the *Linotype Bulletin*, covering the twelve issues published during the calendar year 1913, has been issued by the Linotype Co. It is very comprehensive and should add greatly to the value of the Bulletins for those who desire to bind and preserve them. A request will bring one by return mail.

UNIVERSAL CASTER MAKES 48-PT. TYPE.

THE BECK Engraving Company, Printing Department, Philadelphia, have recently installed a Universal Type Caster with which they are remaking all the type in their plant from 6 to 48 point and fitting up their cases with large quantities of spacing material. This will give the Beck Company one of the finest equipments of new type in Philadelphia.

INTERTYPE IMPROVEMENTS.

THE INTERNATIONAL Typesetting Machine Company is distributing a 32-page booklet entitled "Intertype Improvements for Modernizing Linotype Machines." The devices illustrated and described include a new gas governor, vise jaw adjustment, font distinguisher, distributor box back rail, belt assembler drive, sorts stacker, assembler slide, line delivery carriage, knife block, second elevator guide post, knife wiper, second elevator counterbalance weight, and motor. Copies of this booklet can be secured from the above company.

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

**Buntin
Gillies & Co.
Limited**



Army Bond



FOR LOOSELEAF WORK

This Bond is made in quality, sizes and colors specially for looseleaf forms.

7^C. per lb.

Case lots 6¹/₂^C. per lb.

In stock at Hamilton

White Wove

17 x 22—16 lb.

17 x 22—20 lb.

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19¹/₄ x 24¹/₄—20 lb.

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17 x 22—16 lb.

17 x 28—20 lb.

19¹/₄ x 24¹/₂—20 lb.

BLUE, BUFF, CANARY,
GOLDENROD, GREEN, PINK

Use "Stic-Tite," the Unexcelled Powder Paste



**Hamilton
and
Montreal.**

LINOTYPE QUALITY AND VERSATILITY COMPETITIONS.

Canadian printers should not overlook the fact that the Linotype competition, brief announcement of which was made in January issue of *Printer and Publisher*, is open to every Linotype user in the Dominion. Nor should the class of machine used deter anyone from entering the contest. It is not to be expected that the same kind of work can be obtained from a single magazine model as from the multiple magazine machines. The samples of work submitted will be divided into four classes, and three prizes have been allotted to each—one of \$600, one of \$400 and one of \$200. Besides these \$1,000 will be given for the best and most artistic specimen specially produced for this competition. The specimens entered in the four classes must be of work produced in the regular course of business.

The Mergenthaler Linotype Co. reports that many specimens have already been received, some of which show a great degree of versatility as well as considerable skill in operating. March 20 is the closing date for entries and all Canadian printers interested should write at once for full information and entry blanks to Canadian Linotype, Limited, Toronto.

The following gentlemen of international reputation in the printing trade have consented to act as judges: E. E. Bartlett (Bartlett-Orr Press), New York; J. Horace MacFarland (Moun Pleasant Press), Harrisburg, Pa.; James M. Lynch (New York State Labor Commissioner), Albany, N.Y., ex-president International Typographical Union; A. W. Finlay (manager George H. Ellis Company), Boston, Mass., vice-president United Typothetae and Franklin Clubs of America; W. J. Hartman, Chicago, Ill., ex-president Ben Franklin Clubs of America.

PAPER HOUSE STAFF GET TOGETHER SOCIALLY.

THE FIFTH Annual Social Evening of the staff of McFarlane, Son & Hodgson, Limited, Montreal, took place on the evening of February 6, and was thoroughly enjoyed by the forty members present. After attending the theatre, supper was served at the Edinburgh Cafe. A. W. McLeod, having proposed the toast to "The King," the same was duly honored, Jas. Reid proposed the toast to "McFarlane, Son & Hodgson, Limited." A. A. Hodgson responded and said in part: "Success in business is to be had not so much by individual effort as by 'team work,' or in other words, by all working together. His experience in hockey and other sports always was that team play won matches nine times out of ten.

We want 'team work and fair play.' We want you not only to play fair by the firm, but by the firm's customers." Mr. Bogue also spoke on behalf of the Company. Solos were sung during the evening by Mr. Hodgson, Mr. Vernon, Mr. Deas, Mr. Budge, Mr. Chalifoux, Mr. Redwood and Mr. Thomson.

KARL KRAUSE GIVES REWARDS FOR FAITHFUL SERVICE.

IT ALWAYS proves that good relations exist between a firm and its employees if the firm can point to a large number of clerks and workmen who have been employed by it for many years. This is in a remarkable manner the case with the firm of Karl Krause, Engineering Works, Leipsic. Personal rewards have once more within the last few days been made to quite a number of employees of that firm in an official manner by Dr. Dittrich, Chief Mayor. The badge of honor for faithful work was awarded to twelve persons, and a laudatory certificate was presented to nine others.

NEW MANAGER OF JOHN MARTIN PAPER CO. AT EDMONTON.

MR. HUTTON, who has so successfully managed the Edmonton branch of the John Martin Paper Co., Winnipeg, since the date of its opening, a year ago, has returned to Winnipeg. Mr. Hennigen, formerly of "Le Courrier de l'Ouest," succeeds Mr. Hutton.

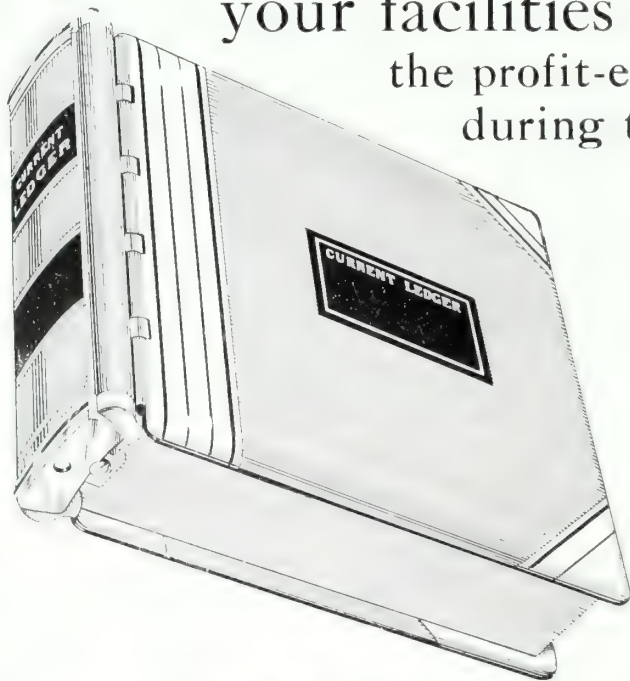
**BIG ADVERTISING SHOW IN LONDON IN APRIL.**

AN INTERNATIONAL Advertising Exhibition is to be held in Holland Park Hall, London, England, from April 27 to May 2. It is the first advertising exhibition of an international character ever conceived.

The exhibition is being promoted by the management of the "Advertising World" and a representative is in Canada at present awakening interest in the affair among Canadians. It is understood a number of Canadian publications have already signified their intentions of taking space in the Hall.

At the ninth annual convention of the Dominion Board of Retail Merchants' Association, which met at Ottawa, February 17 and 18, it was decided to press forward legislation, during the present session if possible, to make the false advertising of any article a criminal offence.

How would you like to enlarge your facilities and greatly increase the profit-earning power of your plant during the busy spring season just



commencing? Right in your own locality you may secure the loose-leaf business of the best business men, bankers, brokers, manufacturers, merchants—include them among your regular customers and supply them with loose-leaf supplies.

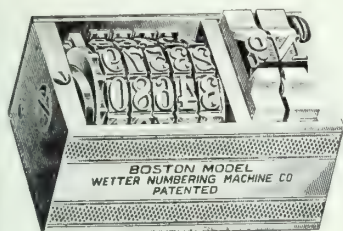
Your plant need not be specially equipped to handle this business, for back of you stands the complete co-operation and service of our modern, well-equipped plant. You secure the orders for your locality; we supply you with all that is necessary to fill them.

Why not get your share of the loose-leaf business during the coming season? Write us to-day for full particulars of our special offer to printers and publishers.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Boston Model 1

Five-wheel machine to automatically number from 1 to 99999



Nº 12356

FACSIMILE IMPRESSION

PRICE \$6.00

THE WETTER

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct. Has stood for this 26 years.

We would not risk our reputation by making anything but the Best. All dealers know this, but some dealers, not satisfied with a fair profit, recommend "something just as good"—you are the loser.

Insist on having a machine stamped with the name "Wetter."

Can be "locked" in form same as type to number and print at one impression.

The ONLY Machine with a drop cipher that won't get LOW.

SOLD BY

Toronto Type Foundry Co., Limited

Wetter Numbering Machine Co., 345 Classon Ave., Brooklyn, New York, U. S. A.

Is the Best
Type-High
Numbering
Machine. .

Are Your Printing Plates Satisfactory?

Our plates are made by men who have spent their lifetime in the Electrotyping and Stereotyping business. Our work is satisfying hundreds of buyers.

Give us the opportunity to satisfy you NOW.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

16 Pearl St. Phone Adelaide 1638

TRAYTON BLABER, Manager

If you are looking for an attractive, distinctive, and at the same time durable material for binding your books, try

ROSER'S PIGSKIN LEATHER

It will satisfy you and it will satisfy the ultimate owner of the book.

Write for prices and samples of various colors

HERMANN ROSER & SON

ESTABLISHED 1851

GLASTONBURY, CONN.

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CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

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The National Electrotpe and Stereotype Co., Ltd.

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MONOTYPE

STEREOTYPE

METALS

PRINTERS' LEADS

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64 Chancery Lane : LONDON, ENG.

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JUBBS ON THEIR
METAL
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Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

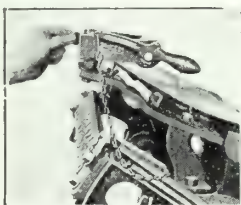
Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your overcoat pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the United States, Panama Canal and every other country in the World. An invaluable aid for the library

of well-read men and women. Thirty years of experience in map engraving—in thorough devotion to the developments of this line—show in our work. \$1.00 in cloth, and \$2.00 in leather, carriage paid to any point in the World.

Bible Atlas by Townsend MacGinn, A.M., with 120 pages of maps, \$1.00; Bible Atlas with maps and 100 pages of text matter, \$1.50; carriage paid. DISCOUNTS TO BOOK TRADE. Agents wanted.

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers.

The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting danger of offset by reason of uniform inking. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. P. Gordon Presses

Buyers' Guide

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER

57 GOLD STREET -:- NEW YORK
A good side line for salesmen.

SPRAGUE ELECTRIC MOTORS

especially designed for all standard printing presses and printers' machinery.

CANADIAN GENERAL ELECTRIC COMPANY, LIMITED

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Winnipeg, Man. Calgary, Alta.
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Manufacturers of High-Grade Gas and Gasoline Engines

YOUR Ad. in this space will cost you only \$25.00 a year; \$2.09 a month.

PATRONAGE Your Stock in Trade

Appearance
of Our
Neat
Cards in
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The power to draw patronage and support has been characterized of

Peerless Patent Book Form Cards

ever since they were first placed on the market. They have been coating friends, and opening up new lines of business for salesmen in a way never thought possible before.

They will create friends for you as a dealer; they will draw new patronage and support from new and unexpected sources, and will open up ways of easy influence for business which you have hitherto failed to get.

The Peerless is a detachable card having a perforated smooth edge at the detaching, its binding assures durability, utility and ultimate economy. Send for sample tabs of the cards, and also our plan for dealers.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers
73-75 East Adams Street, Chicago, U.S.A.

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Mecham Addressing Machine Co., 261 E. Broadway, New York.

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Krause, Karl, Leipzig, Germany.

Latham Machinery Co., 306 S. Canal St., Chicago.

Logan, H. J., 114 W. Adelaide St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Morrison, J. L. Co., 445 King St. W., Toronto.

Standard Machinery Co., Mystic, Conn.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal, Que.

BOOKBINDERS' PAPER.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

CARD CASES.

Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

COST FINDING SERVICE.

E. E. Salt Cost Finding Service, 13-21 Park Row, New York City.

COUNTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Hart, R. A., 1 White St., Battle Creek, Mich.

Miller & Richard, Toronto and Winnipeg.

Redington Co., F. B., Chicago, Ill.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Krause, Karl, Leipzig, Germany.

Miller & Richard, Toronto and Winnipeg.

Morrison, J. L. Co., 445 King St. W., Toronto.

T. W. & C. B. Sheridan Co., New York City.

Standard Machinery Co., Mystic, Conn.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Golding Mfg. Co., Franklin, Mass.

Oswego Machine Works, Oswego, N.Y.

ELECTRIC NEUTRALIZERS.

De Bois Brennan Co., 23 Park Row, New York
Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.

Canadian Crocker-Wheeler Co., Ltd., St. Catharines, Montreal, Vancouver

Diehl Mfg. Co., Elizabeth, N.J.

ELECTROTYPING AND STEREOTYPING.

National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Krause, Karl, Leipzig, Germany

King, A. R. Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.

International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.

Goold, Shapley & Muir Co., Ltd., Brantford

London Gas Power Co., Ltd., London, Ont.

GUMMED PAPER MAKERS.

Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

IMPRINT MATRICES.

Imprint Matrix Co., Charlotte, N.C.

JOB PRESS FOUNTAINS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wagner Mfg. Co., Scranton, Pa.

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City

J. C. Liggitt, 108 Yonge St., Toronto

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.

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Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFARLANE, SON & HODGSON, Limited

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Gold and Silver Inks

A PEERLESS MATERIAL

NO CAKING on cylinder or roller. Can stand a few days in a mixed condition WITHOUT SETTLING. Retain their BRIGHT LUSTRE and dry quickly after printing. Made in all shades of Gold, Silver, Copper, etc.

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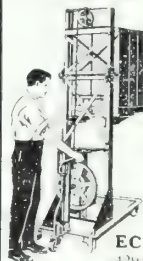
B. B. For Parchment, Skytogen, Gelatine Foil (45 impression).

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enables one man to do the work of four or five in lifting heavy cases, bales, rolls and barrels. Utilizes all your storage space. Safe, Simple and Practicable. Standard and special machines to operate by hand, electricity or pneumatic power. Full information upon request.

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Machine Finish, English Finish and Antique Finish

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Our "DIAMOND"

Screens for Process

Engravers are the

best and cheapest high grade, permanently engraved Screens on the market. In competition with others they have been chosen by the principal Process Houses. We are the only English Screen makers, have 20 years' experience behind us, and sell from factory to you direct at half the usual prices.

C. I. F. Quotations Free.

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HOPS, SKIPS and JUMPS

The International Syndicate

BALTIMORE, MD.

Est'd 1899

Buyers' Guide

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppard Ave., Brooklyn, N.Y.

Wetter Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago, Ill.

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.

Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Barber Paper & Coating Mills, Ltd., Georgetown, Ont.

Canada Paper Co., 112 Bay St., Toronto.

Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.

Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.

Hampton Glazed Paper Co., Holyoke, Mass.

Hodge-Sheriff Paper Co., McKinnon Building, Toronto.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFarlane, Son & Hodgson, Montreal, Que.

National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.

Olive & Partington, Limited, Manchester, Eng.

Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.

Rolland Paper Co., Montreal, Que.

Smith & McLaren, Cartside Works, Millikenpark, Renfrewshire, Scotland.

Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.

Howard Smith Paper Co., Montreal, P.Q.

Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Hellmuth, Charles, 154 W. 18th St., New York.

London Printing Ink Co., 10 Camomile St., London, E.C.

Manton Bros., 105 Elizabeth St., Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

Kidd, John, & Co., Limited, London, Eng.

Mulsam, Max, Berlin-Neukolln, Germany.

Reissner, T., 57 Gold St., New York City.

Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.

Manton Bros., 105 Elizabeth St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Duplex Printing Press Co., Battle Creek, Mich.

Furnival & Co., Limited, Reddish, near Stockport, England.

Golding Mfg. Co., Franklin, Mass.

Goss Printing Press Co., Chicago, Ill.

Walter Scott & Co., Plainfield, N.J., U.S.A.

Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.

King, A. R., Mfg. Co., Kingston, N.Y.

Swink Printing Press Mfg. Co., Delphos, Ohio.

Hoe, R. & Co., 504-520 Grand St., New York City.

Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.

Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Langston Monotype Machine Co., 406 Lumsden den Building, Yonge and Adelaide Sts., Toronto.

Linograph Co., Davenport, Iowa.

International Typesetting Machine Co., 182 William St., New York City.

Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Hamilton Mfg. Co., Two Rivers, Wis.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

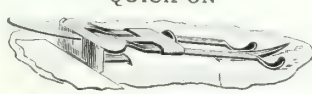
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

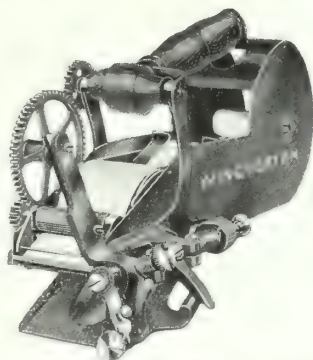
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all
Printers' Supply Houses.

TORONTO TYPE
FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



ARE YOU **SATISFIED** WITH YOUR
PRINTING INK? IF YOU ARE, OR IF YOU ARE
NOT, YOU WILL BE MORE THAN SATISFIED
WITH OURS, WHICH IS OF THE BEST QUALITY
AND LOWEST PRICE.

ELPIC PROCESS BLACK "A" - at 22c. lb.
ELPIC PROCESS BLACK "B" - at 30c. lb.
ELPIC PROCESS BLACK "C" - at 42c. lb.
BRONZE BLUE, Good fiery shade at 36c. lb.
LITHO INKS 4c. lb. extra

They are a distinct improvement on anything offered to the trade,
at 36c., 48c., 60c. per lb.

All prices F.O.B. English Ports, or quotations C.I.F.
RUN FREELY. NO OFFSET. NO WASH UP.

Let us send you a free sample to show why we should
have your next order

THE LONDON PRINTING INK CO.

10 CAMOMILE ST., LONDON, ENG.

Cables: "Rotrinews London" Western Union Code

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

FOR SALE TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPE, ONE MODEL NO. 3—EXCELLENT condition; two extra sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. The Royal Print & Litho, Ltd., Halifax, N.S.

LINOTYPE — CANADIAN MODEL 1 J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

LINOTYPE, MODEL 8, WITH THREE fonts of matrices. In use only one year. Lancaster Intelligencer, Lancaster, Pa.

LINOTYPES 2 MODEL 9, IN FIRST-class condition; very little used. Stephen Greene Company, 16th and Arch Sts., Philadelphia, Pa.

FOR SALE TWO REVOLUTION CAMPBELL book and job press, suitable for 7 col. news paper work; also Eclipse folder, in first-class condition; \$500.00 will take the two. Observer, Sarnia, Ont.

NEWS AND JOB PRESS FOR SALE—HAND or power; bed 32 x 44; 2 revolution cylinder, tape and fly delivery; suitable for country printer. Does first-class work; now in use with power, and one man can handle same. Speed about 800 per hour. A snap for cash. The price is \$250 f.o.b. central southern point. Box 340, Printer & Publisher, Toronto.

PRINTING PLANT FOR SALE, INCLUDING Gordon press, paper cutter, stitcher, and a large variety of high-grade fonts. Apply to Broadview Y.M.C.A., 275 Broadview Avenue, Toronto. (1t)

CAMPBELL MULTIPRESS, IN PERFECT order—4, 6 and 8-page, capacity 5,000 an hour. Bargain price and easy terms to quick purchaser. Marcell Trust Co., Limited, 180 St. James Street, Montreal.

MONOLINE, REBUILT—CAN BE SEEN RUNNING at 92 Hogarth Avenue, Toronto. Has job equipment. Will be sold cheap for cash.

FOR SALE CRANSTON CYLINDER PRESS—fast machine for six-column four-page newspaper; used very little; in perfect condition; low price. Wilson Publishing Company, 73 West Adelaide Street, Toronto.

FOR SALE 2 11 x 16 Peerless Gordons, 1 12 x 18 Prouty press, 1 Victor steel die embossing machine, 2 18-in. Multiplex punching machines. H. Hammar Mfg. Co., 17 S. Market St., Chicago, Ill.

EQUIPMENT FOR SALE — QUANTITY OF chases, outside measurement 18 1/4 in. x 25 in., suitable for country office or mailing lists. Also a few California job cases, dead tops for holding type, and electric motors, in good condition. Further particulars on request to Purchasing Agent, MacLean Publishing Co., 143 University Ave., Toronto.

BUSINESS CHANCES

JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

NEWSPAPER FOR SALE — NEWSPAPER and job plant in new Alberta town. Only paper in large district, and last year paid 100% on investment. This is a snap. Cash or terms. Write for particulars to Box 335, Printer & Publisher.

WANTED PRACTICAL MAN TO INVEST \$5,000 and take charge of manufacturing end of live book-binding and job printing plant; investment fully secured; business increasing rapidly, and paying good dividend; plant new and up-to-date. Full particulars on application. Box 334, Printer & Publisher. (1t)



getting
full
benefit



Every line of type in *Printer & Publisher* is printed for a distinct purpose—SERVICE.

Every feature is of some special interest to someone.

In no feature of this magazine is the idea of service more notable than in the advertising. The constant study of shrewd advertisers is how to be of most service to you.

The more the advertising may be made to pay YOU—the better will it pay the advertiser.

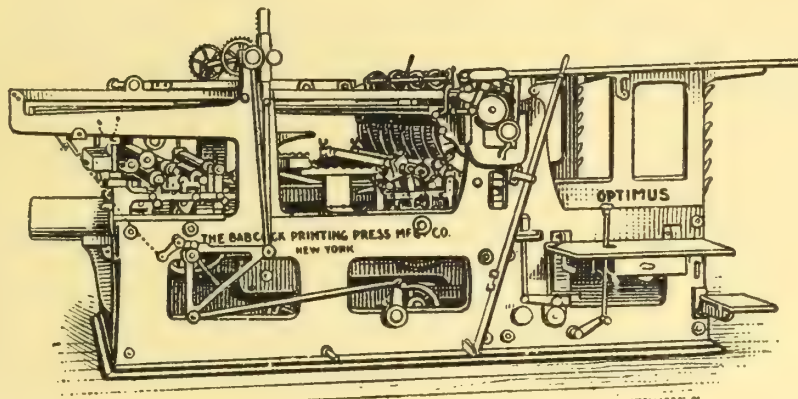
You are not getting the fullest benefits from this magazine unless you are a constant reader of its advertising.

There is no feature more helpful—more important—more interesting.

Why not secure to-day the educative and personal benefits of keeping in intimate touch with the advertising columns of *Printer & Publisher*?

Look them over NOW—while you think of it.

What the Babcock Optimus Spells for the Printer



Bed support unequalled and never failing.

Accurate register under all circumstances.

Bed motion that is the finest application of power ever built into a printing press.

Crank action in stopping and starting the bed.

Old machines reverse as easily as new.

Cylinder lift that is the only perfect mechanism invented for the purpose.

Keen competition easily met.

Only press with a perfectly satisfactory

Printed side up front delivery.

The exactness of the press allows of runs of three-quarters of a million with the plates still good.

Is capable of producing more fine work and making more money than any other two-revolution.

Makes possible

Unqualified

Success.

See the Optimus at work.

Our Best Advertisements are not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

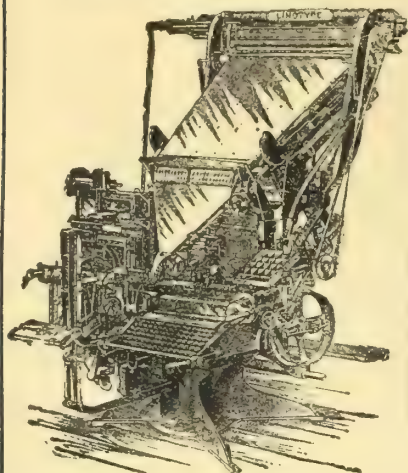
Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

COMMITTEE of JUDGES

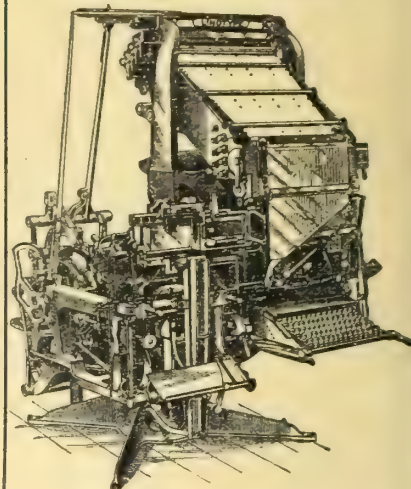
Quick Change Model 8



Three-Magazine Linotype

IN THE LINOTYPE PRIZE COMPETI- TIONS

Quick Change Model 9



Four-Magazine Linotype

The following gentlemen of national reputation in the printing trade have consented to act as judges:

E. E. BARTLETT (Bartlett-Orr Press), New York

J. HORACE McFARLAND (Mount Pleasant Press), Harrisburg, Pa.

JAMES M. LYNCH (New York State Labor Commissioner), Albany, N.Y.,
Ex-President International Typographical Union.

A. W. FINLAY (Manager George H. Ellis Company), Boston, Mass., Vice-
President United Typothetae and Franklin Clubs of America.

W. J. HARTMAN, Chicago, Ill., Ex-President Ben Franklin Club of America

\$5,800 IN PRIZES

Open to all Job and Book Printers using the Linotype in the United States and Canada.

Competition Closes March 20th, 1914

If you have not yet received folder giving complete particulars concerning conditions of the contests, write immediately to our Publicity Department, Tribune Building, New York, or

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET

TORONTO, CANADA



PRINTER & PUBLISHER

for APRIL, 1914

This issue contains numerous photographs and illustrations illustrating the 1914 Canadian Empire Game Convention, which will be held at Toronto, April 26 and 27, and also contains a full and complete list of exhibitors.

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO ~ MONTREAL ~ WINNIPEG

SILENT

SPEED

Figure The Difference

Do you want to turn out Additional presswork
at a cost of Ten Cents per
1000, including make ready

NOTE that we say "additional" presswork. We assume you have more business than you can handle, or that you could get more if you had the facilities to take care of it. Perhaps there are long runs requiring quick delivery that you can not now undertake practically.

If you are so situated then the question which you must ask yourself is: what press will enable me to handle this additional work the most cheaply.

When one undertakes to go into all the detail of cost finding, confusion and conflicting notions of how to figure are easy.

But it is easy to figure the difference in cost between two methods or plans.

Suppose you throw out one of your platens and put a Model A or a Model B Autopress in its place.

What will be the difference in cost to you?

First as to wages. Conditions and wages vary widely in different places but we will endeavor to keep our comparisons on a consistent basis.

On the platen with a feeder at \$13 and a pressman in charge of four platens at \$20, the cost of each platen is \$18 per week. If the pressman were in charge of three presses the cost would be almost \$20 per week. This is about the cost of a pressman for the Autopress.

The labor cost for running an Autopress is about the same as for a platen of same size.

Granting that your platen is a cheap one costing only \$275 and that you buy a Model B Autopress at \$2,150, then the difference in investment will be \$1,875.

And the difference in the cost of operating your plant will be the interest (6%) the depreciation (10%) and the insurance and taxes (approximately 4%) or a total of 20% on this \$1,875, which equals \$375 per annum. Allowing 306 working days in the year the daily added cost will be \$1.22.

The Autopress *added cost* will be less if you use the model A, price \$1,750 or if the displaced platen cost \$500 or \$700, but we are figuring every variation against ourselves.

Considering feed tables and roller racks the Autopress will take no more room than the platen.

No matter how you figure overhead or how much of it is dumped onto the Autopress because it can stand it—the fact remains *incontrovertible* that your daily expense or cost of operation will be increased just \$1.22.

NOW WHAT WILL YOUR PRODUCTION BE INCREASED?

Generally speaking a safe rule is that a press will, in practice, deducting idle time and make ready time, turn out one-half of its theoretical capacity.

Allowing that the platen will run at 1,800, its theoretical output for eight hours is 14,400, dividing by two gives 7,200 as the practical production.

The Autopress *guaranteed* speed is 5,000 per hour or 40,000 in 8 hours, again dividing by two, gives us 20,000, the practical every-day average output.

THE NET GAIN IN IMPRESSIONS PER DAY IS 12,000.

THE NET INCREASE IN COST OF RUNNING PLANT \$1.22 or an average of a trifle over TEN CENTS PER THOUSAND.

Think what this means.

At \$1 per M, a fair selling price, your *net profits* will be INCREASED \$11.54 PER DAY.

This will pay for the press and leave you \$1,312 extra profits the first year.

Do you know any other as practical plan for adding \$3,000 or more to your annual NET INCOME?

Our figures are purposely very conservative as to the Autopress output. On long runs it will walk right away from the above figures.

It is making the fortunes of hundreds of printers. Write to-day for full particulars.

THE AUTOPRESS COMPANY

95 Madison Avenue

NEW YORK CITY

Are You Coming to See It, or Shall We Send It?

BUCKEYE COVERS, as usual, will be the centre of attraction at the New York Printing and Advertising Show, which will be held in the Grand Central Palace, April 18 to 25.

Attend the show if you can—and *don't miss the Buckeye Cover exhibit!*

If you cannot attend the show, the next best thing is to dictate a line to your stenographer *now*, requesting us to send you the *new* assortment of "Buckeye Proofs."

The "Proofs" are not the "whole show," as you would see it if you came to New York, but they are by no means so far short of it as you might think — they are by all odds the most interesting and instructive paper demonstration that has ever been put together *outside* of a public exhibition.

With the "Proofs" on your desk you will have the best of the New York Buckeye Cover exhibit before you—and you will have the best of the reasons, also, for the constantly increasing popularity of **BUCKEYE COVERS** among buyers and producers of high-grade catalogues, booklets and miscellaneous advertising literature.

Just a simple request on your business letter-head is all that is necessary. The "Proofs" will go forward by prepaid express the same day your letter is received. Write to-day.



THE BECKETT PAPER COMPANY
MAKERS OF GOOD PAPER
 IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited
 MONTREAL

John Martin Paper Co., Limited
 WINNIPEG, CALGARY and EDMONTON

The Wilson-Munroe Co., Limited
 TORONTO

VICTORIA

STOP-CYLINDER MACHINE

Is a machine which combines the speed attained by a two-revolution press with the accuracy of register of the stop-cylinder.

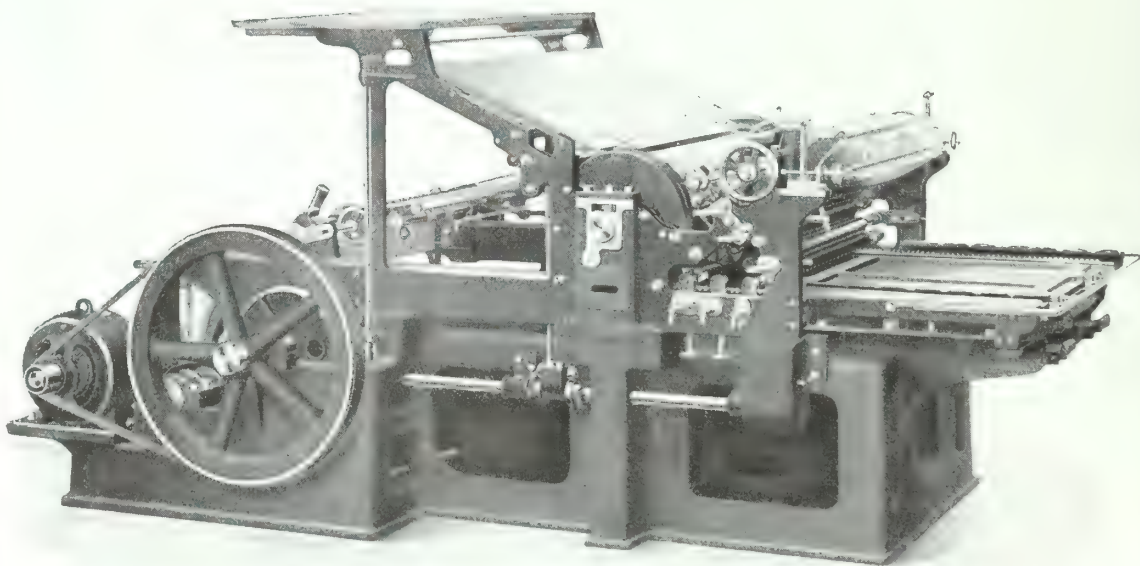
The VICTORIA has a very strong base consisting of two castings bolted together. Perfect pyramid inking gear. Two to six tracks with positive-drive bowl carriers. New improved gripper system with lay on the cylinder.

For fast book work, halftone and color work. Full particulars and catalogue from

STEPHENSON, BLAKE & CO.

60 FRONT ST. WEST, TORONTO

Victoria Press Mfg. Co., Ltd., Clifton Bldg., London, E.C.



SECOND PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy.....	No. 586,337	J. M. Cooney and	
J. R. Rogers.....	" 619,441	H. L. Totten.....	No. 759,501
J. R. Rogers.....	" 630,112	R. M. Bedell.....	" 787,821
D. A. Hensley.....	" 643,289	P. T. Dodge.....	" 797,412
J. R. Rogers.....	" 661,386	D. S. Kennedy.....	" 797,436
C. Muehleisen.....	" 718,781	D. S. Kennedy.....	" 824,659
J. W. Champion....	" 719,436	M. W. Morehouse.	" 826,593
D. A. Poe and		T. S. Homans....	" 830,436
W. H. Scharf ...	" 734,746	T. S. Homans....	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell.....	" 848,338
P. T. Dodge	" 739,996	T. S. Homans....	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers.....	" 925,843
S. J. Briden.....	" 757,648	H. Plaut	" 955,681
W. H. Randall....	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler ..	No. 614,229
O. Mergenthaler ..	" 614,230
J. R. Rogers, Reissue	" 13,489

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

MERGENTHALER LINOTYPE CO.
Tribune Building :: :: New York

This is Catalog Season

THOUSANDS
of merchants
and manufacturers
are planning cata-
logs, booklets and
announcements.
Many have only
the vaguest idea of
what they want.

A Suggestion May Land The Order

Take a set of Inspiration
Folders and a Niagara
Sample Book with you.
Call on I-Am-Ready &
Co. Use a little imagina-
tion that the Folders and
Sample Book will inspire.
And you'll be surprised
how easy it is to sell print-
ing when you use the right
lever to excite interest.

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. \$2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth \$1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper \$1.

Imposition, a Handbook for Printers. By F. J. Trezise. \$1.00.

Specimen Books:

Bill Heads, 25 cents.

Cover and Title Pages, 75 cents.

Envelope Corner Cards, 25 cents.

Letter Heads, 50 cents.

Professional Cards and Tickets, 25 cents.

Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. \$2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price \$1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6¼ x 10. \$2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. \$2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth \$3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth \$2.

Partridge's Reference Handbook of Electrotyping and Stereotyping. \$1.50.

Stereotyping. By C. S. Partridge. Cloth \$2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth \$2; flexible leather \$3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, \$2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas. Pamphlet 32 pages, 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth \$2.

A Practical Guide to Embossing and Die Stamping. Cloth \$1.50.

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price \$3.

Photoengraving. A revision and enlargement of H. Jenkins' *Manual of Photoengraving*. By N. S. Amstutz. \$3.

The Inland Printer

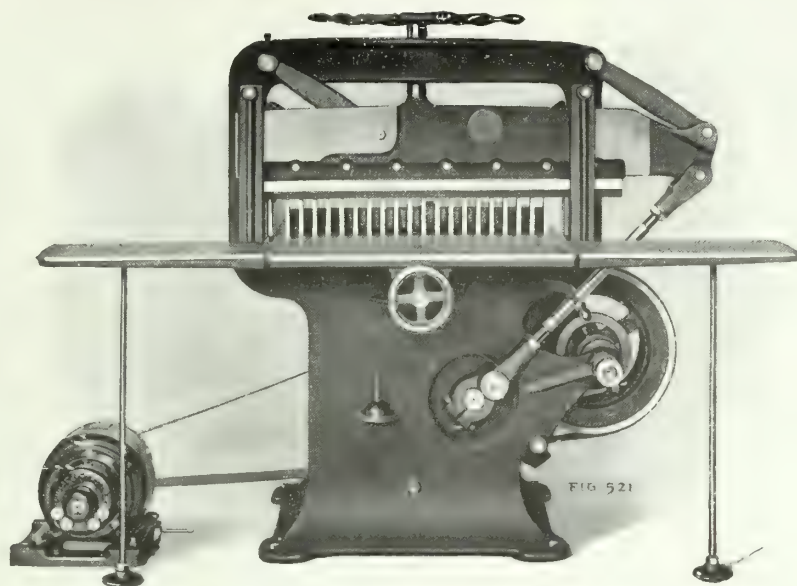
the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only \$3 a year for United States and Canada; \$3.85 foreign.

The Inland Printer Co.

632 South Sherman St. Chicago, Ill.



E A S E

The Crux of OSWEGO AUTO Design

EASE OF CUTTING. The new double shearing knife passes its edge obliquely through the work. The automatic release of clamping pressure saves tons of lifting daily. The new long clamp dwell obviates tumbling piles.

EASE OF OPERATION. Two starting levers avoid back twist to operator and a safety bolt of solid steel guards him automatically.

EASE OF CONTROL. The power goes first to the clamp and *second* to the knife, an exclusive economic advantage of the OSWEGO.

A new modern plant conserves the uniform excellence of these fast new OSWEGO RAPID-PRODUCTION cutting machines. The OSWEGO AUTOS are guaranteed to produce all work with the accuracy of the Brown & Carver Hand Clamp Cutter, EXCEPT at a speed beyond the capacity of any known operator.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

The only factory in the world which specializes exclusively on the manufacture of cutting machines.

O S W E G O

A BIG STRIDE AHEAD!

A Plate Mounting Base that overcomes all the disadvantages and meets all the criticisms of all other kinds on the market has been perfected by us. For two years we have been quietly selling it and carefully watching its performance upon the presses of upward of 100 customers. Universal satisfaction and commendation and large re-orders from many who began with the trial of a single base confirm our judgment in naming this the

WESEL "FINAL" REGISTER BASE

The "Last Word" in Bases

THE BASE—

Cast Iron, planed absolutely true.
Grooved diagonally to take hooks
at any point.

Does NOT spring under tension.
Steel bearers to take strain off
hooks.

Self-cleaning grooves.

THE HOOKS—

Self contained.

No tools to insert or remove.

One tool to lock and register.

Positive clamping action.

Registers like a micrometer.

Regular style swivels to any
angle.

Narrow margin gives less space
between plates than any other.

Four and one-half point margin
between plates can be secured on
the Wesel "Final" Base, with
either plate independently movable
for register.

WRITE FOR PARTICULARS

F. Wesel Mfg. Co.

Printers' and Platemakers' Equipment

10 Spruce Street, New York City

Chicago: 431 So. Dearborn St.
Works: Brooklyn, N. Y.



Duncan Bond

10c. lb. Case lots 9½c.

Absolutely the best value for the money.
Equal in quality to many Higher-Priced
papers. Send for samples. 100 Reams
each size, and weight always in stock.

The Fred W. Halls Paper Co., Limited

TORONTO

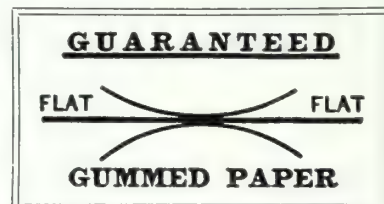
"Goods Sold to the Trade Only"

Are You Alive

To the great saving that you will effect through
the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This
Registered
Label
Means
Just What
It Says



Appears
Only on
"IDEAL"
Brand

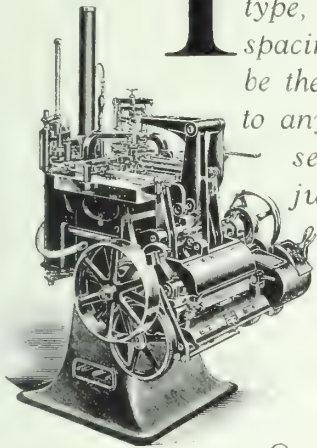
Our gummed paper is made for all climates and
building temperatures. Can be handled in wet as well
as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request

Ideal Coated Paper Co.

BROOKFIELD, MASS.

Cast Your Own Type and Make Every Hour Productive



THE ECONOMY of having plenty of type, plenty of sorts and spacing material should be the most obvious fact to any printer who has seen the hour cost jump in a plant short of tools (type).

But the economy of owning and operating a Monotype Type

Caster more than supplies the composing room with type. It makes and it saves, where making and saving counts; for example:

Its low operating and production cost eliminates distribution.

The type it casts—equal to new foundry type—saves make-ready on press.

The quality of the work produced satisfies old customers and attracts new ones.

The variety of faces (over 1100 fonts of the newest and up-to-date series) is of the greatest possible value as a sales

producer. Think of having the resources of a type foundry in your own plant to meet the needs of your routine work and the emergency which presents itself in every shop.

Type in the cases; no picking or turning or waiting, every man on chargeable hours.

Get started right by making your own type on the Monotype because you have more than half paid for the composing machine you will eventually need, for the Monotype is built on the unit system and the parts to set type in justified lines, 5 point to 18 point, can be added when you want them. This unit system of construction, an insurance policy on future growth, is an exclusive Monotype advantage.

Send for our pony specimen book. It shows the faces and tells the whole type caster and composing machine story.

The Monotype casts type, borders and spacing material equal in face and body to new foundry type in all sizes, 5 point to 36 point.

Lanston Monotype Machine Company
Philadelphia

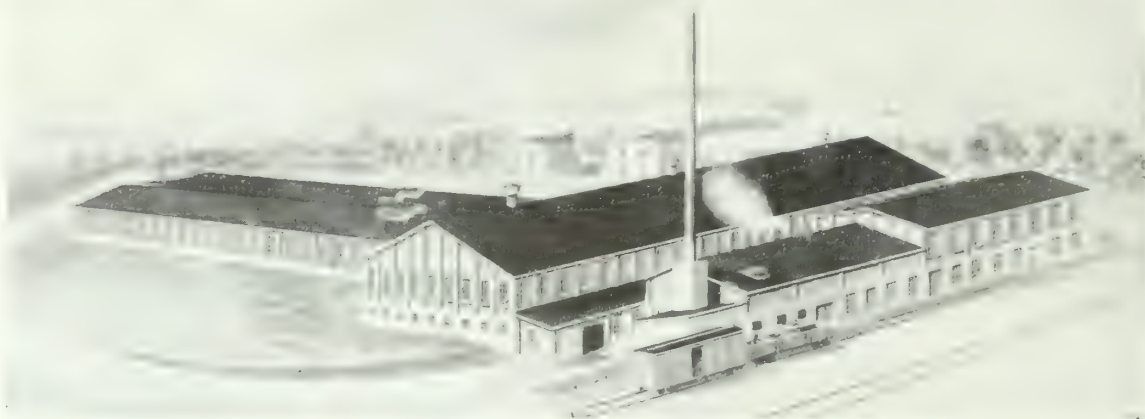
New York,
World Building

Boston,
Wentworth Building

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Rand-McNally Building

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Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

BRANDS

“Maple Leaf” “Beaver” “C.A.” Coated

Ask us for samples.

BARBER PAPER & COATING MILLS, LIMITED

Toronto Office, Bell Telephone Building

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ESTABLISHED 1879

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Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
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1914 - CALENDAR PADS - 1914

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

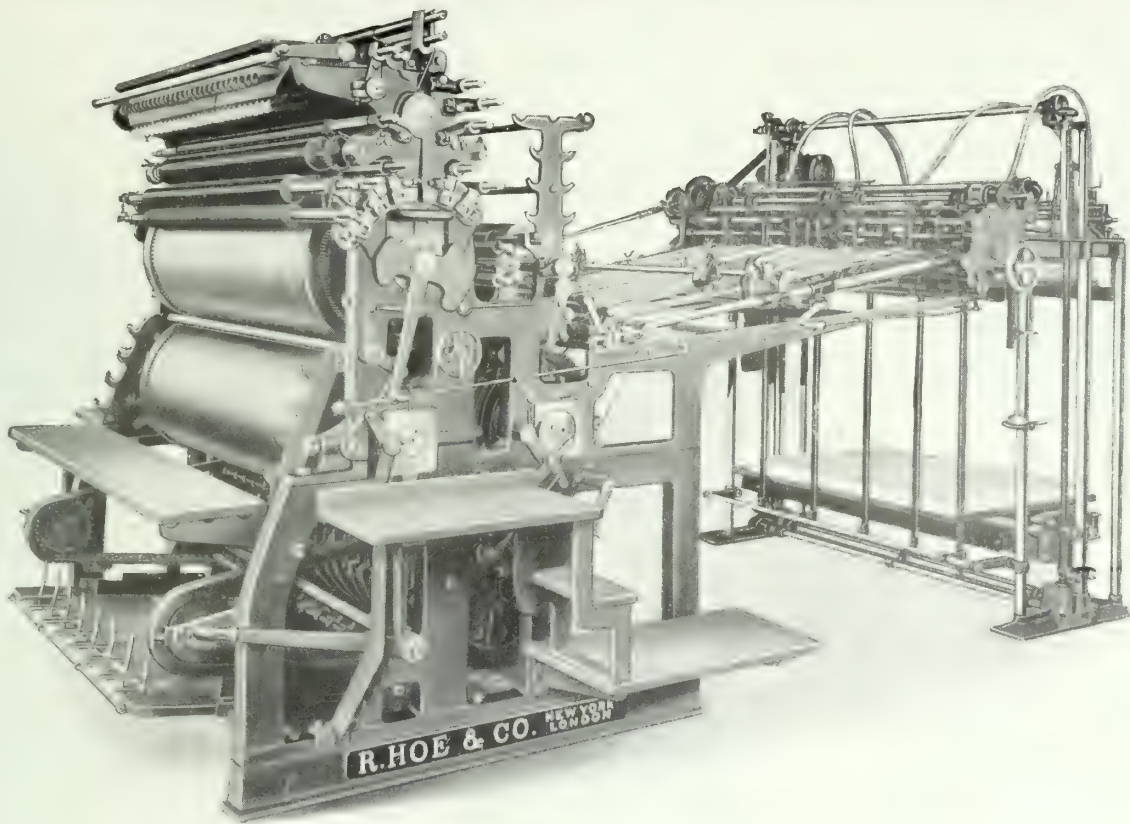
WM. F. KROHMER, PRESIDENT.

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SAMPLES AND PRICES ON REQUEST.

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THE STERLING MERIT

of every machine made in our establishment, that for a century has been known to the trade as HOE QUALITY, is just as fully exemplified in

THE HOE ROTARY OFFSET PRESS

as in our other machines. Link the name HOE to this press and you know it stands for the best in materials and construction, with simplicity of design and convenience for operation. The HOE press does good work and plenty of it and will facilitate the economic output of your plant. It's HOE QUALITY backed by the HOE GUARANTEE. Ask us about it.

R. HOE & CO.

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Boston, Mass.

7 So. Dearborn St.
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The Plant Behind the Product

EVERY time you specify one of the Rolland brands for your work, all the experience, efficiency and service of the largest bond paper mills in Canada is centred directly on that particular piece of work to help you give it character and distinction. The individual watermark on all our brands is your guarantee of the highest possible value in bond papers.

So that you may become better acquainted with the character and economy of Rolland Brands we are preparing a new sample book which is now on the press. Send us your name and address and we will be pleased to mail you a copy. Notice the unusual character of these papers, their surface, finish, texture and the feeling of exclusive quality that accompanies all Rolland products. Get your request in the mail to-day.

The ROLLAND PAPER CO., Limited

HIGH-GRADE PAPER MAKERS

General Offices
384 St. Paul St., Montreal

MADE IN CANADA

Mills at St. Jerome
and Mont Rolland, P.Q.

How much did you pay for your Composing Machine?

Do you know what your competitor paid for his?

If you bought an INTERTYPE, you paid the same price that all INTERTYPES are sold for — the lowest price possible for a satisfactory composing machine.

The INTERTYPE is the only one-price composing machine on the market.

If you buy any other you are in grave danger of being placed at a disadvantage through the MULTIPLE PRICE policy of the former monopoly.

Uncertain Price Can Only Mean Uncertain Quality

One Price—One Policy —that is the Intertype way

It is not “the only way” but it is the **HONEST** way

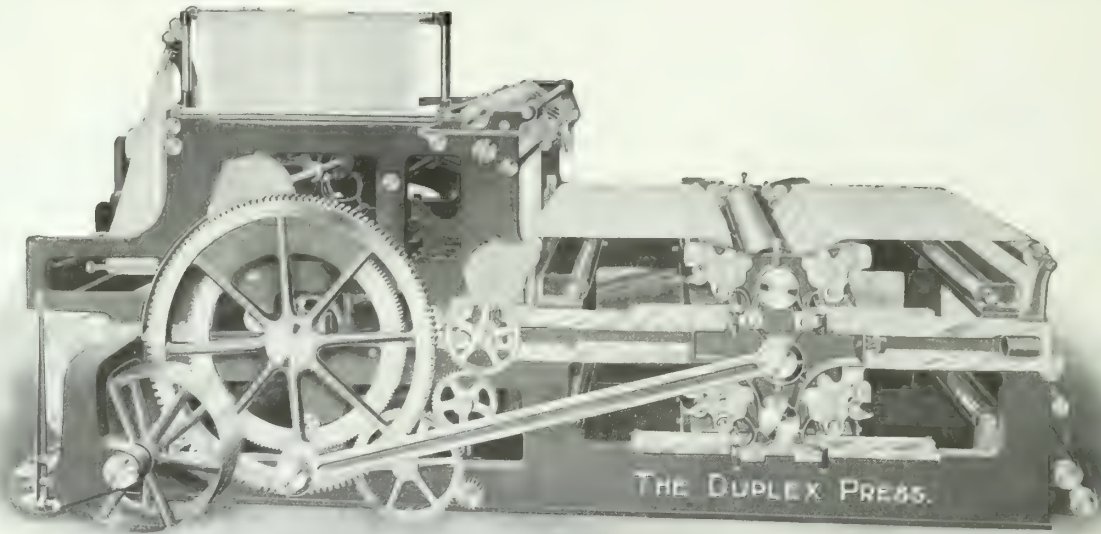
INTERTYPE

“THE ACME OF HIGH QUALITY”

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

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SWEDEN: Aktiebolaget Gumälius & Komp.	SOUTH AFRICA: John Dickinson & Co.	
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What Would It Mean To You and Your Paper

to be able to hold your press for late dispatches until ten minutes before the edition is scheduled to appear on the street?

Wouldn't your readers have greater interest, greater confidence in your paper when they know that only through it can they get the latest up-to-the-minute news?

The DUPLEX makes it easily possible for you to keep all forms open until a few minutes before the paper is to appear on the

street. For with the DUPLEX you print from the roll from flat type forms and at a speed just *double* that of other Flat Bed Presses. Double because of an unique feature of the DUPLEX—it prints on both the forward and backward strokes of the cylinders—a feature exclusive with the DUPLEX.

Why not ask the numerous users just what definite saving they secure through the DUPLEX—or better still, write us *to-day* for full particulars.

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER



Head Letter Cabinet No. 463
In steel construction.

This cabinet provides all the facilities needed by the head letter man and is very economical in space saving qualities.

The dump under the working top measures 9 by 24 inches.

Below this there is a large shelf for galleys.

There are 17 extra deep cases, 9 of which are California Job 7 lower and 1 Space and Quad Case.

The Case on the Auxiliary Bank above working top is divided for 1 to 8 column cross rules and leads.

This Head Letter Cabinet can also be supplied in wood construction.

RECENT INSTALLATIONS

Sentinel, Milwaukee, Wis.—Complete outfit of Newspaper Composing-room Furniture, Unit System in steel construction, sold through Milwaukee Printers' Supply House.

George D. Barnard Co., St. Louis, Mo.—Outfit of Composing-room Furniture, wood construction, sold through the American Type Founders Co., St. Louis Branch.

Printing Department, Carnegie Institute of Technology, Pittsburgh, Pa.—Outfit of Concentrated Composing-room Furniture, wood and steel construction, designed and laid out by the American Type Founders Co., Efficiency Department, Jersey City, N.J.; sold through the American Type Founders Co., Pittsburgh Branch.

common procedure in all growing plants.

If interested in steel equipment for the composing-room, send for our catalogs. New book showing newspaper equipment now ready and sent for the asking.

HAMILTON'S

System of

Unit Construction in

Steel Furniture for

the Composing-room

The growth of a printing-plant is largely a matter of environment. No one can determine the future requirements to a certainty. In buying expensive steel furniture equipment the possibility of loss through inadequate equipment not suited to the immediate requirements has been a matter for serious consideration.

The Hamilton system of standardized units in steel construction solves this problem. There can be no serious loss in changing the equipment as the business expands.

Units can be shifted in position or can be discarded and exchanged for other units at a fair valuation. The equipment can be kept at all times to the highest point of efficiency without the periodical tear-up consequent to a change in equipment which has been a com-



Ink and Roller Cabinet No. 481
(For Platen Presses)
In all steel construction

This Cabinet has a plate glass on the top measuring 18 by 24 inches, for mixing inks.

The three drawers shown in illustration are fitted with adjustable supports for platen press rollers from 8 by 12 to 14 by 22.

The cupboard below these drawers is for the storage of inks.

The two lower compartments with spring-hinged doors are for clean and soiled rags. These drawers can not be left open, closing automatically as a safeguard against spontaneous combustion of the oily materials.

This Cabinet can also be supplied in wood construction.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co. Limited
Toronto, 70 York St.
Montreal, 345 Craig St. W.
Winnipeg, 175 McDermott Ave. E.
Calgary, Alberta.
Regina, Saskatchewan.
Rex A. Hand, Representative for
Maritime Provinces and Newfoundland
c/r Dufferin Hotel, St. John, N.B.

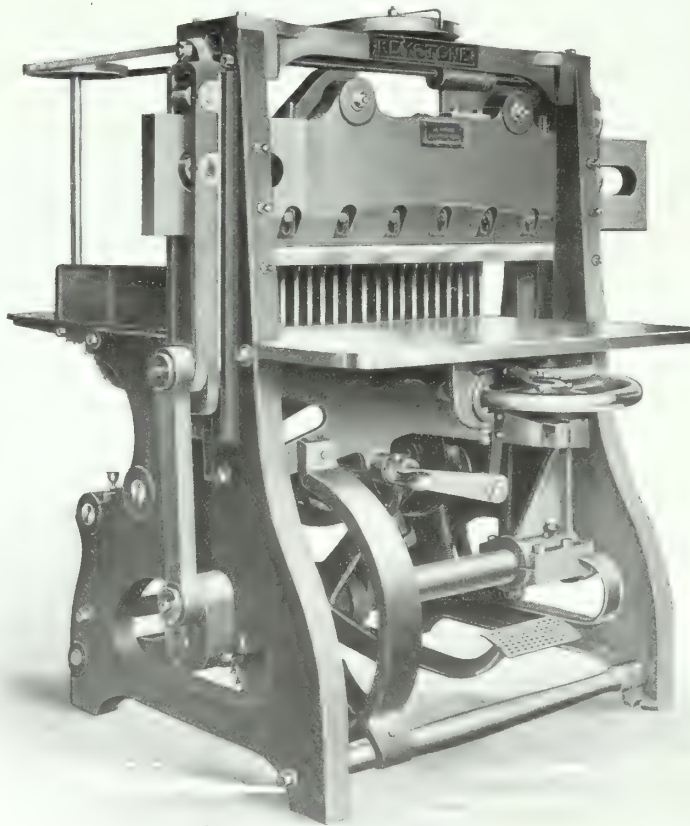
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & J Toronto, 7 Jordan St.
Richard J Winnipeg, 123 Princess St.
Printers Supplies Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
124 York Street, Toronto

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

A Great Saving in Cutting

IS MADE POSSIBLE BY USING THE "KEYSTONE" AUTOMATIC and FOOT CLAMP CUTTER

LET US TELL YOU WHY!



First, the "Keystone" is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the "Keystone" is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the "Keystone" requires less power to operate than any other cutting machine in the market.

Fourth, the "Keystone" is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the "Keystone" is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the "Keystone" will convince you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the "Keystone" in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

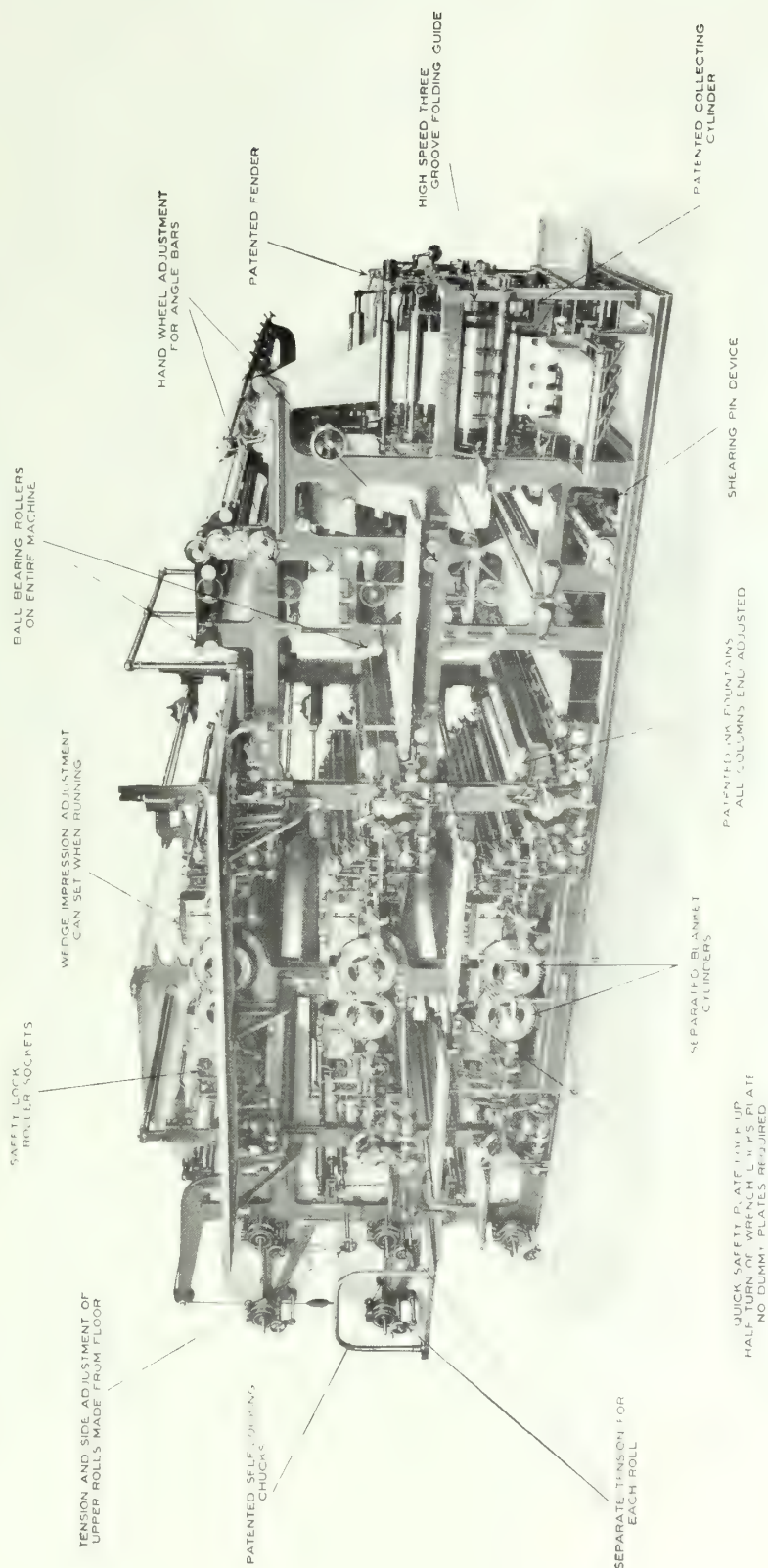
Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES



There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

New York Office
Metropolitan Building,
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

GOLDING

Presses and Machinery

in a Printing Establishment
is Insurance Against Losses
and Assurance of Profits

Golding Jobbers

A careful examination of the various job presses on the market will reveal to any discerning printer the many points of merit and high intrinsic value of the Golding Jobber.

They have greater strength, a better ink distribution and deliver a superior product at a higher speed than other presses.

In the latest model is added a number of improvements that contribute to the further efficiency of the Golding Jobber.

Golding Paper Cutters

Our Cutters have the prime requisites of accuracy, durability and speed, and will stand up unfailingly under the hardest use to which they may be subjected.

They are convenient to operate, have safety starting lever and deliver at all times a clean cut.

A number of exclusive features, found only in Golding Cutters, make it stand out from all others.

Other Golding Products

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

Make it a point to visit our exhibit at the National Printers' Exposition, New York. Send us your name and address for admission ticket.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

AGENTS:

Stephenson, Blake & Co., Toronto
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Geo. M. Stewart, Montreal
Miller & Richard, Winnipeg

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.

If you are looking for an attractive, distinctive, and at the same time durable material for binding your books, try

ROSER'S PIGSKIN LEATHER

It will satisfy you and it will satisfy the ultimate owner of the book.

Write for prices and samples of various colors

HERMANN ROSER & SON

ESTABLISHED 1854

GLASTONBURY, CONN.

Are Your Printing Plates Satisfactory?

Our plates are made by men who have spent their lifetime in the Electrotyping and Stereotyping business. Our work is satisfying hundreds of buyers.

Give us the opportunity to satisfy you NOW.

TORONTO ELECTROTYPE & STEREOTYPE CO., LIMITED

16 Pearl St. Phone Adelaide 1638

TRAYTON BLABER, Manager

Your Need?

Some printers resemble greatly the British farm laborers in the nature of their dispositions and perspective view of things. Many printers need help, but like the farm laborers they view with suspicion those who kindly offer it. Farm laborers are, however, beginning to recognize the benefactions of the new laws and regulations, and printers are beginning to recognize the benefactions resulting from a wider knowledge of their own business and the consequent increase of knowledge due to the interchange of ideas and explanations of methods at the various gatherings and Conventions called together for the purposes of discussion and study of vital aspects of the printing trade.

The approaching Third Canadian Printers' Cost Congress, to be held in Toronto April 16th and 17th next, is one of these. The Convention deserves the patronage and regular attendance of every printer in Canada who has at heart the welfare of his own

Continued on page 21.

A Matter of
Hours



Planing Cuts Type-High

"Takes me an
hour often —
and then it's
only half done"

"Easy to plane five a
minute — right the
first time — no 'dip,'
no 'rock,' no 'high'
nor 'low' corners"

*Your Dealer will Ship a Miller
on Thirty Days' Approval*

Miller Saw-Trimmer Co.
Point Building Pittsburgh, Pa.

A Matter of
Minutes



Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

**PRINTING and BOOK BINDING MACHINERY
TYPE and SUPPLIES**

92 McGill Street, Montreal

'Phone Main 1892

Ask for free copy of my Price List of Commercial Printing

Connecting Up the Leaders Are YOU One?

Present day business success depends on the use of modern methods of doing business, of which advertising is the keystone.

A membership in the Toronto Ad Club will bring you into personal contact with the leaders of the advertising world, and we want to place this benefit within your reach. For \$5.00 you can become an out-of-town member of the Toronto Ad Club, with all privileges of it when you are in town.

Our quarters consist of luncheon room, thoroughly equipped lounge and reading room, and billiard rooms.

At our Tuesday noon luncheon held each week, the Club is addressed on subjects of vital interest to every advertising retail merchant, by men who have the "know how."

Mr. ——— dealer, this is for you to take advantage of *now*. Your five dollars is the seed that will be returned to you an hundred fold.

Mail Your Fee
To-day, to
104 Yonge Street
Toronto



SATIN BOOK

AN ART PAPER

THE IDEAL BOOK PAPER

Smooth, even surface suitable for the finest half-tones—yet soft, not hard or tinny, natural white color, very pleasing. Low price. Send for samples.

Made and Stocked by

CANADA PAPER CO.

LIMITED

PAPER MAKERS

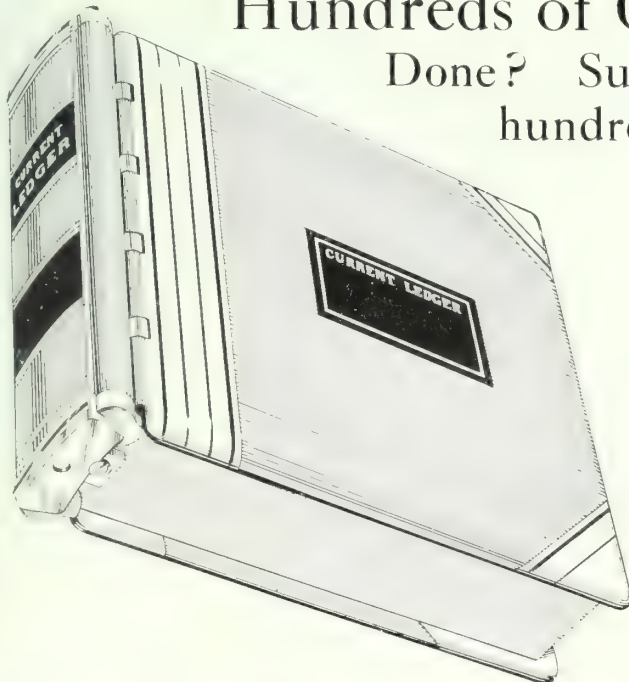
TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

Surely You Can Do What Hundreds of Other Printers Have

Done? Surely you can succeed when
hundreds of other printers, with



plants probably no larger and
fields no broader than yours, have
built up a growing and profitable
loose-leaf business right in their
own locality.

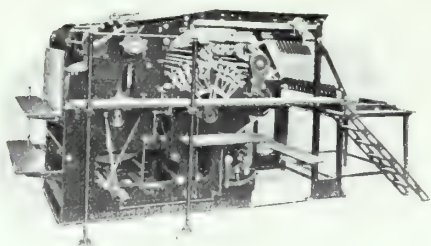
You need no additional help; no additional equipment. You secure the orders for your locality. Back of you stands the complete co-operation of our modern, well-equipped plant, ready to supply you with all that is necessary—binders, loose-leaf supplies, printed and ruled.

Write us *to-day* for our Special Offer to Printers and Publishers.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

MANN

Increase Your Profits 100%

MANN

Patent Two-Color Offset and Perfecting Press
25 x 36 up to 44 x 64 19 sizes
Hand or automatic feed.

MANN

By installing the
Two-Color Offset Press

Prints:-

Two colors at once, or
One color back and front, or
Can be used as a Single Color Offset Press.
Maps — Labels — Chromo-Lithographs —
Catalog and Process Work a specialty.

7 Machines in one House

Has no equal for Quality or Output

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Sole agents for Geo. Mann & Co., Ltd., England

BROWN BROS., LIMITED

Call the attention of the *Printing* and *Bookbinding* trade
to their large stock of Bookbinders' supplies.

Leathers, all kinds
Corduroys
Ducks
Canvas, etc.
Marble Papers
Leatherettes
Gummed Muslin
Binding Boards

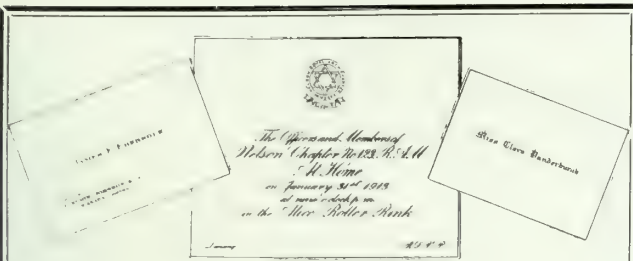
Press Boards
Parchment
Hayes Thread
Webbing
Gold Leaf
Egg and Blood
Albumens
Marbling Colors

Ruling Colors
Ruling Pens
Headbands
Index Tabs
Locks
Knives, Folders, etc.
Silk and
Mercerized Cords

Agents for Winterbottom Cloths

WRITE FOR SAMPLES

SIMCOE, PEARL and ADELAIDE STS., TORONTO



Give Prestige to Your Concern

by turning out the engraved and embossed stationery, business cards, announcements, etc., for your locality.

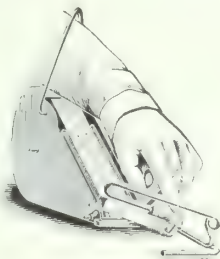
You need no special equipment. Simply secure the orders for your locality; we fill them and send the work to you ready for delivery.

25% Profit

is what hundreds of other printers are securing on every piece of work. Surely you could do the same in your own locality. Write us *to-day* for full particulars of our special offer to printers and publishers.

Standard Embossing Co.

36-38 Lombard Street Toronto



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

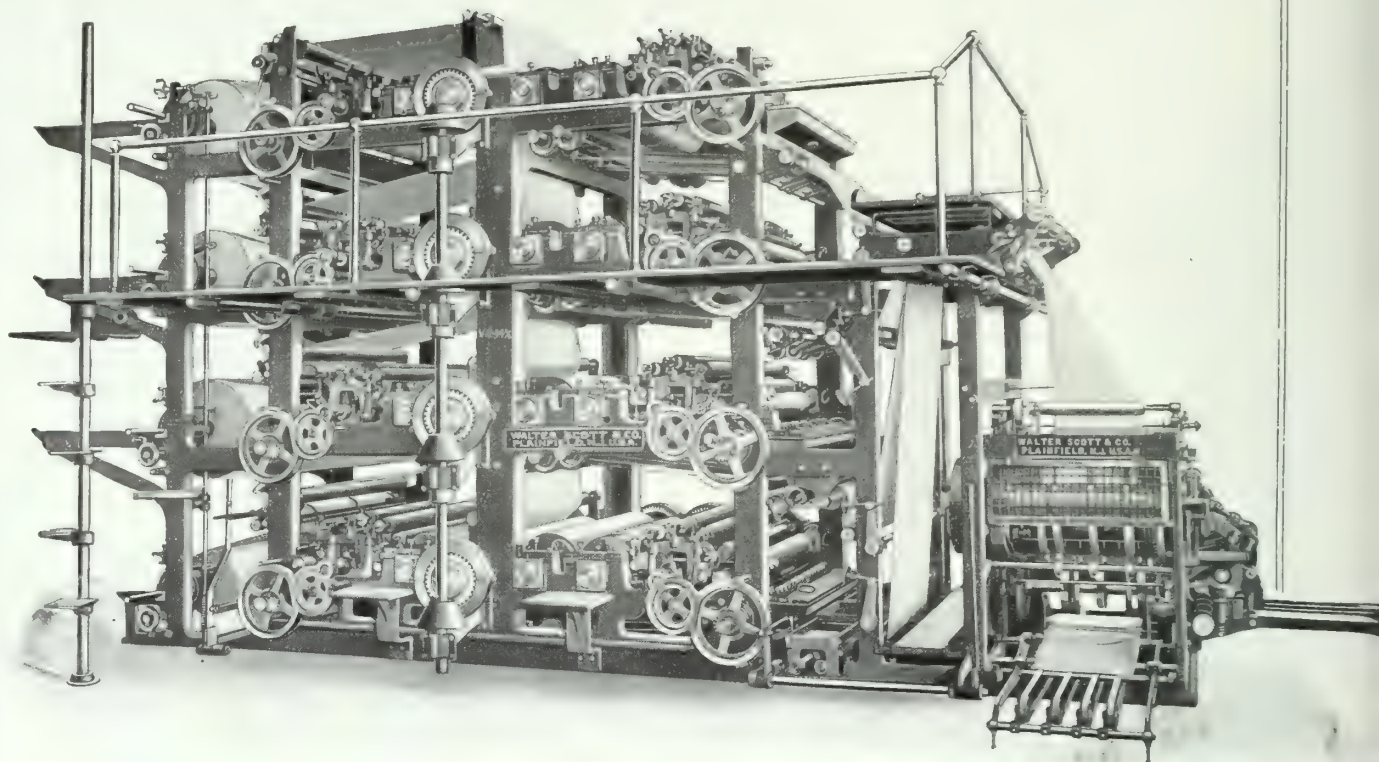
business and the printing trade in general. The movement is largely philanthropic and is the outcome of the desire of the printers who know to help the printers who do not know. A glance at the tentative and very interesting programme shows that all the promoters, committees, officers and speakers are active printers, spending great thought, much time and much expense in promoting what they believe will be the general welfare of the printing trade, and that, Mr. Reader, includes yourself. There are no ulterior motives in connection with this gathering, mutual help is the prime object.

Outside the actual printing business no class is more interested in the success and well-being of the printing trade than the Supply Houses, and while the approaching Convention has and deserves the hearty moral support of all the Supply Houses, you will find them and their salesmen keeping aloof from the visiting printers so as to give these every possible opportunity to attend the

Continued on page 25.

The SCOTT

FOUR-TIERED, TWO-PLATE WIDE
QUADRUPLE WEB PRESS WITH
HALF AND QUARTER PAGE FOLDER



THE SCOTT FOUR-TIERED MACHINE

is without question the most perfect machine of the kind in existence. Owing to our special patented construction the tension on all webs is uniform, saving paper and power. Every provision is made for facilitating rapid work.

COLOR PRINTING CYLINDERS

can be supplied to produce any desired combinations, also color fountains for comics, magazine sections, etc. The press is strongly built and most conveniently arranged.

THE CAPACITY IS AS FOLLOWS:

36,000 per hour—4, 6, 8, 10, 12, 14 and 16 pages inset in one section.

18,000 per hour—20, 24, 28 and 32 pages, in two collected sections.

This machine is also built with two folders, when its capacity is:

72,000 per hour—4, 6 and 8 pages, inset in one section.

36,000 per hour—10, 12, 14 and 16 pages, inset or in two sections.

18,000 per hour—20, 24, 28 and 32 pages, in two or four sections.

SEND FOR OUR LITERATURE—STATE YOUR REQUIREMENTS.

PATENTED AND MANUFACTURED BY

WALTER SCOTT & COMPANY

DAVID J. SCOTT, *General Manager*
MAIN OFFICE AND FACTORY

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OFFICE

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CHICAGO

OFFICE:

Monadnock Block

Important Announcement

THE New York Machinery Co., A. Naumann, President, which recently took over the New York Sales Office of the Williams-Lloyd Co., of Chicago, desires to announce that it has taken over also the management of the National Printing Machinery Co., of Athol, Mass. The Eastern business of all three concerns will be under the executive management of Alfred Naumann.

THE NEW YORK
MACHINERY
COMPANY

A Complete Line of Printers'
Machinery and Accessories
of All Kinds.

THE New York Machinery Company carries a full line of printers', electrotypers', stereotypers', and photo-engravers' machinery and supplies. We specialize on brass rules, quoins, galleys, etc. Prices are reasonable. Our Improved Nickel-Steel Process is the best in the market and in successful use by prominent electrotypers in the United States and Europe.

THE WILLIAMS-
LLOYD
MACHINERY CO.

Headquarters for
Photo-Engravers' Machinery
Apparatus and Supplies.

THIS company is the largest individual concern manufacturing machinery and supplies for photo-engravers, electrotypers and stereotypers, including process cameras, screen-holders, plate-holders, copy-boards, lenses, screens, liners, proof presses, card-cutters, saw-trimmers, type-high planers, jig saw and drill.

NATIONAL PRINTING
MACHINERY
CO., Inc.

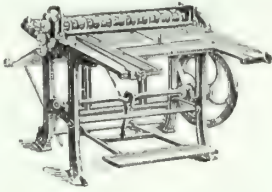
Manufacturers of a Standard
and Varied Line of Printers'
and Bookbinders' Machinery.

AMONG some of the machines made by this company are rotary perforators, crimpers, scorers and slitters, proof presses, roll and bag presses, etc. The company also manufactures an extensive line of specialty presses for printing tissue paper, waxed, wrapping and corrugated paper, bread wrappers, sand-paper, tag or straw board.

The New York Sales Office and Show-
rooms of the Above Three Concerns
are all Located at 101 Beekman Streets.

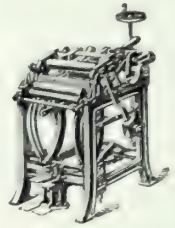
New York Machinery Company

101 Beekman Street, New York, U.S.A.



When Attending the Cost Convention

make your visit doubly valuable and informing by seeing our line of thoroughly dependable and efficient machinery for Printers, Bookbinders, Lithographers and Paper Box Makers. You can see the newest lines to best advantage in our spacious and well lighted show rooms.



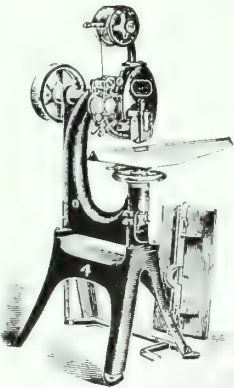
COMPLETE BINDERY OUTFITS

is our specialty.

Here you will find everything conceivable to make your bindery profitable—everything from spools of bindery wire to the speediest and most powerful auto-clamp cutters. It makes no difference whether you are in the market for machinery or not, come and see this extensive display. The visit will be highly profitable to you, not only now, but later on.

The latch string is always out. Drop in and see us.

The J. L. MORRISON CO.
445-447 KING STREET WEST, TORONTO



WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

PRINTER & PUBLISHER
WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

Get the *Most* for Your WASTE PAPER

It's only natural that the largest dealers in Canada could offer you the best prices for your Waste Paper, coupled with the quickest service.

Doing by far the largest Waste Paper business in the Dominion, we are enabled to give our customers the best possible price for their Waste Paper, and having been in the business for a number of years can tell its value at a glance.

So, then, if you want all that your Waste Paper is worth, just write us, or phone Adelaide 760 and our delivery will call on the next trip.

E. PULLAN

490 Adelaide Street West Toronto

"The Fashionplate of Printedom"

The Printing Art

Established 1902

IF you are not already acquainted with this publication you should immediately send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

sessions of the Convention and derive therefrom the greatest possible benefit. Each House undoubtedly desires to meet in Toronto its many outside customers who visit the Convention, and we hope that before and after the sessions begin we shall have the opportunity of welcoming to our office many out-of-town visitors. We will have at our Toronto Warehouse some very interesting exhibits in actual operation, including the new Intertype Composing Machine with its numerous vital improvements, the Vanboss electrically-heated mounting block for Embossing and Ironing dies, the American small Job Folder, which makes twelve different styles of folds, The Peerless Job Press, Boston Wire Stitcher, Reis Knife Sharpener, and other modern devices, all of which will be very interesting to printers generally.

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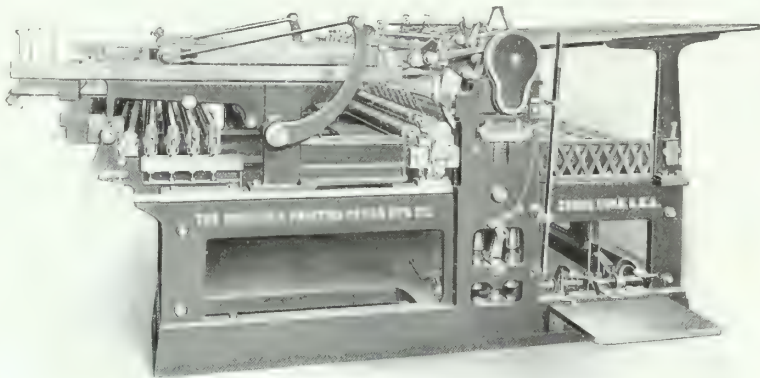
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THE BUSINESS OUTLOOK

Besides this, the article on the Business Outlook by the associate editor of the Financial Post gives in a terse, interesting way the trend of business during the present time of slackened industrial activity. How can Parliament do its part in the lifting of the brakes?

Other articles of exceptional interest, all well illustrated, are:

Royal Military College Training.

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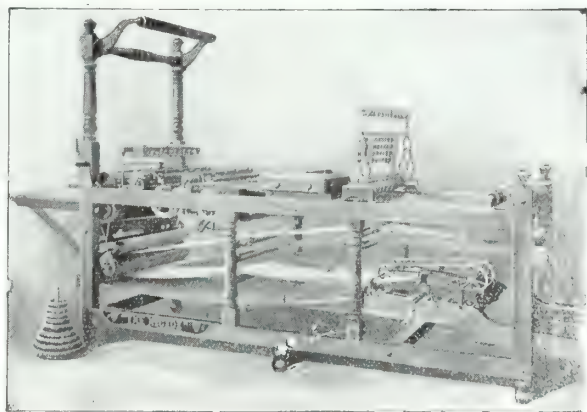
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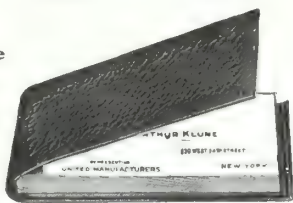
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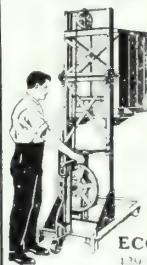
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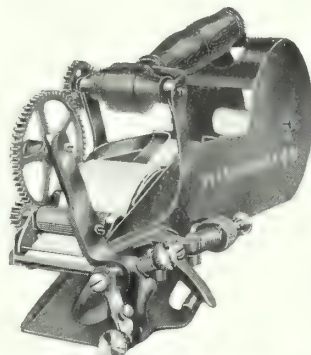
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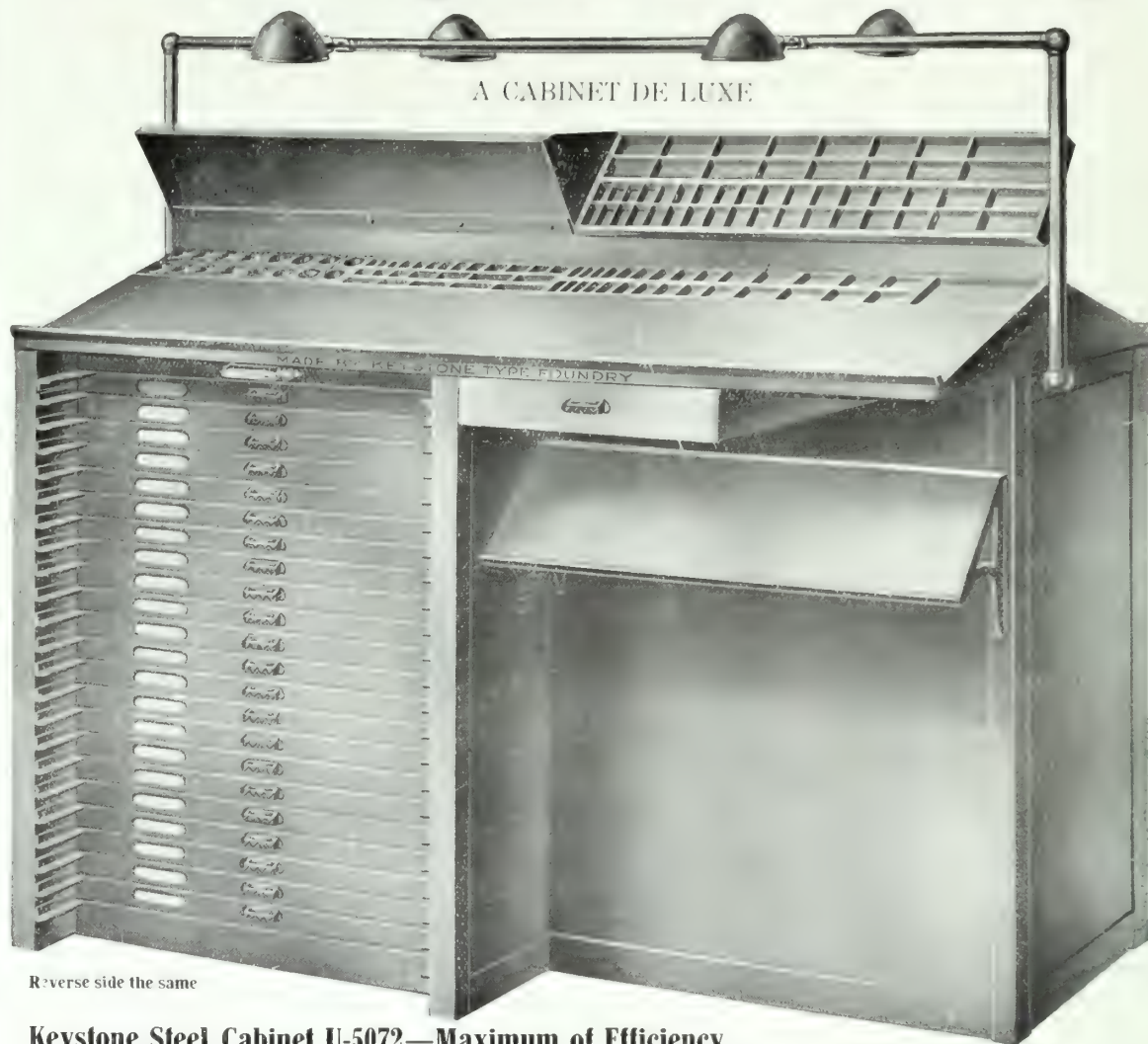
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VOL. XXIII.

Toronto, April, 1914

NO. 4

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The Call to the Cost Congress

Personal Letters to Printers from the Men in Charge

ON THIS and the following page are reproduced letters which should receive the careful attention of every printer in the Dominion. They were written at the request of *Printer and Publisher* with a view to impressing upon the readers of this journal the importance of attendance at the Third Canadian Printers' Cost Congress. The chairmen of the various committees represented tell of the work of their respective committees. The letter from Wm. A. Desbarats, Chairman of the Canadian Cost Commission for Printers, urges upon the trade the responsibility of assisting in the task of forming a permanent organization of Canadian printers—a pressing problem

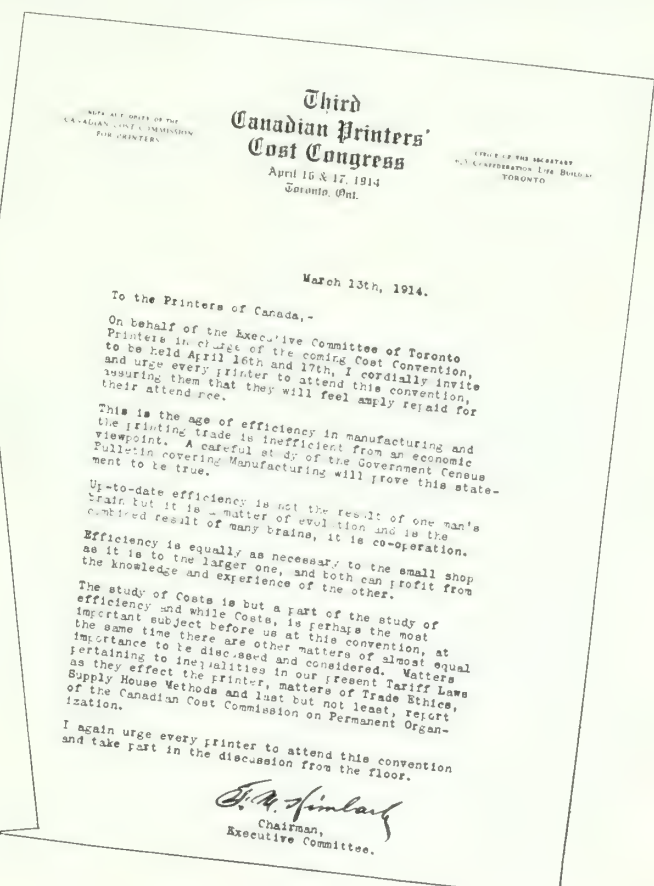
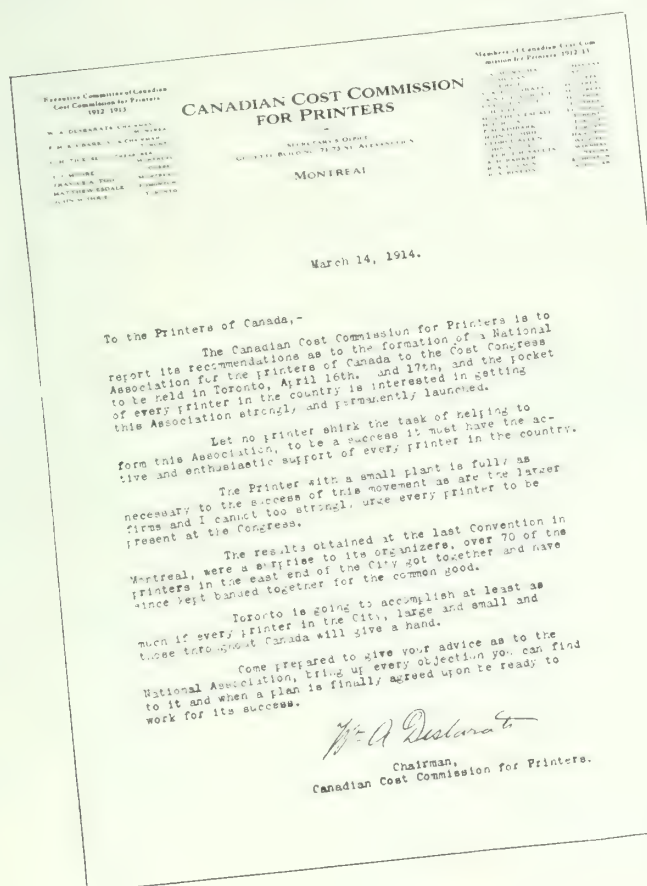
which it is hoped will be solved at the coming Cost Congress.

About Transportation and Hotels

By Frank F. M. Brown.

AS chairman of the Transportation, Hotels and Miscellaneous Committee I am glad to say that much work has been done in arranging for the comfort and convenience of visiting printers during the Cost Congress to be held April 16 and 17.

Special cars are being arranged for whereby printers can travel in groups from central points in the west and



Two Personal Letters to the Printers of the Dominion.

the east; this will benefit all delegates by giving an opportunity to get better acquainted, to discuss trade conditions, "swap" experiences, and prepare questions which to spring on the Congress whereby all may benefit.

Hotel accommodation which all will agree is one of the most important considerations at a gathering of this kind, has received the earnest attention of the committee; we have secured rates from the best hotels in Toronto, not necessarily the highest priced but those rated by our committee as being most suitable, and the committee will do their utmost to make every one comfortable.

On behalf of my committee I extend a hearty invitation to every printer in Canada to attend this Cost Congress—Come gentlemen and show your appreciation of this good work and benefit thereby.

Why is the printing business behind other businesses financially? Simply because we have been so busy helping all other business men to success, (without us they could not succeed) and neglecting to organize as they have done. Come along and help us gain the position our profession deserves.

The Social Side of the Cost Congress

By Douglas S. Murray.

Chairman Entertainment, Reception and
Registration Committee.

IT IS hoped that all the printers in Canada will journey to Toronto on the 15th of April so as to be in good time to attend the opening of the Third Printers' Cost Congress on the 16th and 17th of April. To miss even one of the various discussions on the cost and selling price of printing means a loss of many dollars to your income. There will not be one dull moment from the opening to the close of the convention, and every printer, no matter whether connected with a large or small office, will learn something to his advantage.

Don't forget that this would be an ideal time to give your wife a little holiday and the Reception and Entertainment Committee having this in mind have arranged an attractive program of entertainment for the ladies, while you are attending the convention.

On Thursday afternoon, April 16th, there will be a reception to the ladies at the King Edward Hotel, followed by an automobile ride; in the evening, a theatre party.

Friday, there will be a banquet tendered the ladies at the hotel, followed by the play "The Revised Proof" at the Temple Building.

A Word About Finances

By H. L. Rous.

Chairman Finance Committee.

IT IS a pleasure for me to give endorsement to the Third Canadian Printers' Cost Congress.

It is advisedly called "Printers' Cost Congress, as it has been the aim of the executive to do all the financing, by subscriptions received from the printers alone. While we have the good-will and co-operation of the supply houses, yet we have felt that by confining the Congress entirely to the disciples of Gutenberg, to get a maximum of benefit from the proceedings.

We know, with the experience gained from the previous Cost gatherings that this Congress, in point of utility and interest, will surpass anything we have yet attempted.

A Banquet at the "Feast of Reason"

By George M. Rose.

Chairman of Committee on Halls and Banquets.

THE Committee on Halls and Banquets, extend to the Printers of Canada a hearty invitation to take part in the Cost Congress in April.

We have secured the Assembly Hall, Foresters' Temple, in the heart of the city and convenient to all places of business and street cars, as a place of meeting.

On the evening of April 17, an informal banquet will be given. This feast will not be in it with the feast of reason and reasons given for the 36 hours previous.

By lending your presence and moral support to these meetings, you benefit yourself, also every other printer, and goodness knows we all need it.

Three of the Committee Chairmen of the Cost Congress



DOUGLAS S. MURRAY



H. L. ROUS



FRANK F. M. BROWN

HOW OTHER PRINTERS DO THINGS

Behold! A Printer's House Organ.

VOLUME One, Number One, of *P-e-p-s*, the House Organ of the Federated Press, Limited, Montreal, made its appearance on March 15 and the favored ones to whom copies were sent are informed in the introductory editorial that "on the fifteenth of each month another number will be issued and sent to all who express a desire to get it, —and to some who don't." That is the breezy way *P-e-p-s* has of expressing it and the style is typical of much of the matter appearing in the first issue, the front cover of which is reproduced on this page.

In size *P-e-p-s* is 6 x 9, 16 pages, with overhanging cover of Biseuit Cambraie (light brown linen finish). The interior stock is India tint toned, velvet finish. Both cover and inside are printed in orange and black, making a very pleasing color combination.

Indeed the first issue of *P-e-p-s* needs no apology, and if it may be taken as a criterion of succeeding issues, those to whom it is sent may consider themselves fortunate indeed. Its publishers need not fear as to its being read and that is the first requirement of all good advertising matter.

As explained on the cover, *P-e-p-s* derives its name by joining the first letters of four words which are closely related to the business it represents: "Printing, Engraving, Publicity, Service."

House organs have been produced by printers for other interests for some time—and with good results too—but strange to say, there are not many that are produced by printers for printers. In fact the Federated Press, Limited, is the first concern to take up the idea in Canada, so far as *Printer and Publisher* is aware. Whether or not other Canadian printers

will follow the example of Federated Press, Limited, remains to be seen. Certain it is that many could do so profitably.

On this page have been shown in the past some very creditable examples of opportune advertising and also of

original advertising, but we believe the Federated Press have embodied both of these features in their house organ and they propose to clinch them with the strongest link of all — persistent advertising. A good house organ will get the personal attention of the men who place the orders—and if it keeps up in quality it will continue to get attention month after month. In time it will produce an ineffaceable effect upon the minds of the men who read it. It will create an opportunity because of its importunity. Of course the impression created must be favorable—otherwise it is worse than useless. A printer's house organ should be the essence of the very best in printing, engraving, publicity, service. Those four are the essentials of a modern, progressive printing establishment. Any printing firm that possesses these essentials should consider seriously the opportunity for making them known, which a good house organ presents.

It must be admitted that the Federated Press has chosen a very catchy and at the same time a very meaningful name for its house organ and the

proprietors are to be congratulated on the originality of their choice—also on the excellence of the first number.

May *P-e-p-s* live long and prosper!

May other Canadian printers who need the help of a *P-e-p-s*, under the guise of another name, go and do likewise.

March
1914

Volume
One—No 1

P-e-p-s.

Printing-Engraving-Publicity-Service.

It is neither rank
— nor birth — nor
state ♣ ♣ But —
"get-up-and-get"
that makes men
gréat. — Anonymous.

A Printogram Published Monthly

*The Federated
Press
Limited*



*Printorium
Maximus
Montreal*

Cover of First Issue of an Attractive Printer's House Organ.

The Third Canadian Printers' Cost Congress

Read These Interesting Particulars Regarding the Time, the Place and the Events—Permanent Organization Great Need of Canadian Printers

AT THE last Cost Congress, held at Montreal in October 1912, it was decided to leave all arrangements such as date and place of meeting, etc., entirely in the hands of the Canadian Cost Commission for Printers, which was constituted at the first Cost Congress held at Toronto in February, 1912. The Cost Commission has decided that the Third Canadian Printers' Cost Congress shall be held at Toronto on Thursday and Friday, April 16 and 17. As previously announced, a strong committee of representative Toronto printers are handling the details in connection with the Cost Congress, F. M. Kimbark, of Business Systems, Limited, being Chairman of the Executive Committee. Mr. Kimbark is Vice-Chairman of the Canadian Cost Commission, so it is eminently fitting that he should occupy the position of Chairman of the Executive in charge of arrangements for the Third Cost Congress.

A HEARTY WELCOME TO ALL.

Every printer who attends the Cost Congress will be a member of it and will be heartily welcome to ask questions and take part in the discussions. It should be remembered that this Cost Congress is being held by the printers of Canada and for the

printers of Canada. Nothing could be broader or more open to all. It is not lettered to any existing organization, nor is it in any sense a Cost Congress devised by and for the benefit of the printers of a community or a province. It is hoped that a larger number than ever before will attend from the far west and the far east and present expectations are that these hopes will be realized.

If any printer doubts the warmth and sincerity of the invitation that is extended him, surely the cordial letters from the Chairman of the Canadian Cost Commission, the Chairman of the Cost Congress Executive and the chairmen of the various sub-committees that are reproduced in this issue should dispel such doubts and forebodings.

FIVE BUSINESS SESSIONS.

When the Cost Congress convenes at 9.30 a.m. on Thursday, April 16, no time will be lost in getting down to business. It is desired that practical good shall result to every printer in attendance and every one of the five business sessions will be of a practical, helpful

nature—full of good things worth real money to printers.

The program, which is printed in full on another page of this issue, contains many items of interest to pro-



Temple Building, Bay and Richmond Streets
Headquarters for Cost Congress

Prominent Speakers at the Cost Congress



FRED BOARDMAN



W. A. DESBARATS



BEN. F. CORDAY

proprietors of large and proprietors of small establishments; to printers with cost systems and printers without cost systems; to country printers and city printers. Although the program as announced is a tentative one, it is unlikely that any except minor changes will be made in it. The speakers are specialists of international reputation in their respective subjects, and it will be a great privilege to hear their addresses.

It will be noted that the program has been divided in a logical manner into four main divisions, as follows: Division A — "The Office"; Division B "The Cost System"; Division C "Organization"; Division D—"Shop Management." After the addresses delivered under each of the four heads and before the division closes, the meeting will be thrown open for the asking of questions and for general discussion.

THE ORGANIZATION PROBLEM.

The fact that the Canadian Cost Commission will at this Third Cost Congress, lay before the printers of Canada a definite proposal or proposals for the formation of a permanent organization of Canadian printers, should be of very great interest to all printers who are interested in the welfare of the trade in the Dominion. It is generally agreed that some form of permanent organization is the great need of the printers of Canada at the present time, and that until the problem is satisfactorily solved the trade in Canada cannot hope to attain the higher standing enjoyed by the printers of the United States who have accomplished a tremendous work

for trade betterment through their national organization, the U. T. A. Nor can the printers of Canada hope to perfect and increase the number of local organizations until they have a strong national organization back of them that will undertake preliminary work and assist in many practical ways to develop to their fullest usefulness the local organizations throughout the Dominion. This vital question will be dealt with and, it is hoped, settled at the Cost Congress.

W. A. Desbarats, of the Desbarats Printing Co., Montreal, Chairman of the Canadian Cost Commission, will present the report of the Commission and will be in charge of the discussion on permanent organization.

"THE REVISED PROOF."

"The Revised Proof" is a play—a two-act drama—but it is no ordinary one. In fact it is as good as its name. It is written by a printer, about a printer, for printers and will be presented by a caste of Toronto printers. It will be the feature of Friday evening, and will follow the dinner which is called for 6.30.

"The Revised Proof" was presented for the first time in Canada at the recent banquet of the Graphic Arts Board of Trade of Toronto and a synopsis of it was given on page 70 of the March issue



The "Great White Way" of the Cost Congress City

sue of *Printer and Publisher*. It is a play which is strictly in order at a Cost Congress, for while its production permits of no inconsiderable display of dramatic talent, and although it is seasoned with touching incidents and amusing scenes, it nevertheless teaches a number of much-needed lessons to all printers who have eyes to see and ears

to hear and a mind and heart to understand. It will be an appropriate conclusion to the Cost Congress, because it combines in concrete form the big, broad, reasonable principles that are the basis of success in business, and particularly in the printing business. It shows that a profit should be realized on every job—not just once in a while; that the Cost System is the only means whereby such a profit can be assured and standardized; that paying one's bills promptly and making a fair profit are more laudable objects than the production of "Art Printing" at bargain prices. And so one might continue to enumerate the lessons which the play teaches, but every printer who can possibly do so should see the play for himself and then he will get from it the lessons which he most needs.

FOR THE LADIES.

The Reception and Entertainment Committee has announced a reception and automobile ride for the ladies on the afternoon of Thursday, April 16, followed in the evening by a theatre party. On Friday night the ladies are invited to dinner at 6.30 at the King Edward Hotel and after that will attend the play "The Revised Proof."

RAILWAY RATES.

Special railway rates have been secured and all printers attending the Congress, no matter from what distance, should purchase a first-class, one-way ticket to Toronto and at the same time secure from their local ticket agent a Standard Certificate. If 100 such certificates are presented at the Convention the holders of them will be entitled to secure return tickets at one-third the regular first-class rate.

There will be a nominal registration fee of \$2.00 for each of the gentlemen attending the Congress. This fee includes tickets to the dinner and play.

FOR INFORMATION.

For any information in connection with the Cost Congress, write to Daniel Baker, Secretary, Third Canadian Printers' Cost Congress, 623 Confederation Life Building, Toronto. For hotel accommodation, which should be reserved in advance if possible, write direct to the hotel. Details of rates and plans of a number of principal hotels are given below:

KING EDWARD HOTEL.

European plan only:
Rooms without bath, single, \$1.50 per day up.
Rooms without bath, two persons, \$2.50 per day up.
Rooms with bath, single, \$2.50 per day up.
Rooms with bath, two persons, \$4.00 per day up.

THE QUEEN'S

American Plan:
Without bath, \$3.50 per day up.
With bath, \$4.00 per day up.
European Plan:
Without bath, \$2.00 per day up.
With bath, \$2.50 per day up.

PRINCE GEORGE HOTEL.

American Plan:
\$3.00 per day up, each person.
European Plan:
\$1.50 per day up, each person.

THE WALKER HOUSE

American Plan only:
Without bath, \$2.50 per day.
With bath, \$3.00 to \$3.50 per day.

HOTEL MOSSOP

European Plan only:
Rooms without bath, single, \$1.50 per day up.
Rooms without bath, two persons, \$2.50 per day up.
Rooms with bath, single, \$2.00 per day up.
Rooms with bath, two persons, \$3.00 per day up.

THE IROQUOIS

American Plan only:
\$2.00 per day up, each person.

THE PALMER HOUSE

American Plan:
\$2.00 per day up, each person.
European Plan:
\$1.00 per day up, each person.

ARLINGTON HOTEL

American Plan only:
\$2.00 per day up, each person.

HOTEL WAVERLEY

Room without bath, single, \$1.00 per day up.
Room without bath, two persons, \$2.00 per day up.
Room with bath, single, \$1.50 per day up.
Room with bath, two persons, \$2.50 per day up.

How to Stop Price Cutting

Advice of J. Emile Roy at Montreal Printers' Banquet

J. EMILE ROY is the President of the Canadian Printers' Association of Montreal, which is an organization of the French printers of that city that was formed as a direct outcome of the Second Canadian Printers' Cost Congress, held there in October, 1912. In giving an address at the recent banquet of the Montreal Printers' Board of Trade, Mr. Roy aimed at the very root of the price-cutting evil in the printing business when he said that it was jealousy, fear, suspicion and spite that were the chief causes. And he wisely urged that the cause be removed and replaced by "friendliness, courtesy, confidence and respect." Mr. Roy said, in part:

The thoughts of some of the world's greatest thinkers are reproduced in a Parisian publication called the Hachette Almanac for 1913. In reading them I was struck so very forcibly with those of Lloyd George, the great British statesman, and here's what he says: "We must look the facts right in the face; so long as jealousy, fear, suspicion and spite shall exist between the nations, you'll never be able to stop the building of armaments."

At first sight some of you may feel like calling "out of order," because these words sound quite strange to the motive that gathers us on this occasion. But, if we simply replace three words, you'll see how familiar this sentence is to us. Get out your tweezers and lift out the word "nations" and insert in its place the word "printers"; lift out the words "building of armaments" and put in the words "cutting of prices," the sentence would then read like this: "We must look the facts right in the face; so long as jealousy, fear, suspicion and spite shall exist between the printers, you'll never be able to stop the cutting of prices."

Gentlemen, is this not the real position of printers? Is it not so that jealousy, fear, suspicion and spite have been the ruin of the printing industry in the past, as it seems to be the ruination of the big nations of to-day who are destroying themselves just as much in building armies and navies as in using them.

So it is with printers; in cutting prices they are hurting themselves *more* than their competitor.

Therefore, if jealousy, fear, suspicion and spite have been the cause of so much hardship in the past, couldn't we find some ways of improving the situation? Couldn't we again take our tweezers and insert some words like Friendliness, Courtesy, Confidence, and Respect? Undoubtedly some hair spacing would have to be done, but I think the results would be worth the trouble.

This can be best done by forming and maintaining organizations like the Printers' Board of Trade, or again like our Canadian Printers' Association.

It is at such meetings that we'll learn to get acquainted, that we'll learn to appreciate one another; that we'll learn to have respect for each other.

Perhaps there is not another printer in this room that, like myself, know so few of his brother printers; because, previous to the great Cost Congress, held in this city a year ago last October, I did not personally know a half dozen printers in Montreal, although in my 17 years' experience I had learned of the existence of a good many. And I must admit with frankness, that I had formed a very different opinion of them than what I have since found out. Our many friendly relations together have taught me that those unknown monsters did not really exist.

I have made acquaintances and friends of which I am proud; I have met men that I have to-day every reason to believe are honest, sincere and honorable, and although there is around these tables a large number that I am not acquainted with, my past experience allows me to say that I am sure I could find the same material about each and every one of you.

Now, gentlemen, I think our energies should be strongly diverted in such a direction as to bring the printers together more frequently, where they could meet and exchange opinions; perhaps adjust old rivalries, or again, furnish information about certain reports. These meetings would have, I am sure, a commanding influence in improving the relations among the printing fraternity, and before very long we'll be able to strike out entirely the words "spite, jealousy, fear and suspicion"; after which the painful sentence would not stand by itself any longer.

A pinch of temper sprinkled with a few smiles and served whenever the proper time arrives, makes a man—a boy—a man. *Tipso'-Type.*

3rd Canadian Printers' Cost Congress

Temple Building, Toronto, April 16 and 17, 1914

Tentative Program

THURSDAY, APRIL 16, 1914

9.30 A.M.

Meeting called to order by Temporary Chairman:
F. M. Kimbark, Business Systems, Ltd., Toronto.

Election of Permanent Chairman, Vice-Chairman and Secretary.

Appointment of Committee on Resolutions and Nominating Committee.

DIVISION A—"THE OFFICE"

Discussion in charge of

Geo. M. Rose, Hunter, Rose Co., Ltd., Toronto.

The Cost of Getting Business

C. W. Rous, Rous & Mann, Ltd., Toronto.

Errors—Their Cost, Cause and Prevention

Geo. H. Saults, Saults & Pollard, Ltd., Winnipeg.

The Cost System as a Sales Help

H. H. Hull, Edmonton Printing and Publishing Co., Edmonton.

2.00 P.M.

DIVISION B—"THE COST SYSTEM"

Discussion in charge of

A. L. Lewis, Southam Press, Ltd., Toronto.

The Bindery in the Print Shop

G. E. D. Corneil, C. R. Corneil, Ltd., Montreal.

The Cost System in the Small Shop

F. F. M. Brown, College Press, Ltd., Toronto.

The Results of the Cost System in Actual Use

E. Lawrence Fell, Franklin Printing Co., Philadelphia.

Depreciation—Its Principles and Application

Robt. A. Robertson, Robert Duncan Co., Hamilton.

The Cost of Operating a Cost System

Geo. R. Fleming, Atwell Fleming Printing Co., Toronto.

7.30 P.M.

The Practicability of a Cost System in a Small Plant

Travice A. Tod, Federated Press, Ltd., Montreal.

What the Cost System Has Done for Me

J. J. Hurley, Hurley Printing Co., Ltd. Brantford.

Demonstration of the Standard Uniform Cost Finding System.

FRIDAY, APRIL 17, 1914.

9.30 A.M.

DIVISION C—"ORGANIZATION"

Discussion in charge of

W. A. Desbarats, Desbarats Printing Co., Montreal.

Report of Canadian Cost Commission for Printers
Discussion—On question of Permanent Organization.

11.00 A.M.

DIVISION D—"SHOP MANAGEMENT"

Discussion in charge of

Fred Boardman, Government Printing Bureau, Ottawa.

Reducing Cost by Proper Planning

A. H. Barker, Leader Job Dept., Regina.

Department Co-operation

A. L. Lewis, Southam Press, Ltd., Toronto.

1.45 P.M.

Management by Efficiency

Edward B. Passano, Waverly Press, Baltimore.

Overequipment

B. F. Corday, Corday & Gross, Cleveland.

Reports of Committees.

Election of Officers.

6.30 P.M.

Dinner and Entertainment.

8.00 P.M.

"THE REVISED PROOF"

Why I Shall Attend the Cost Congress—

And Why I Believe Every Canadian Printer Should Do So

Practical Reasons by Practical Men.

EDITOR'S NOTE

PRINTER AND PUBLISHER has already stated emphatically that it believes every employing and managing printer in the Dominion should be in attendance at the Third Canadian Printers' Cost Congress to be held at Toronto, April 16 and 17. But we want that every solitary printer who reads this journal shall be as thoroughly convinced as we are that he will positively lose money if he stays at home. And so we asked a number of prominent Canadian printers to express their opinions for the benefit of the readers of "Printer and Publisher." Some are "big" printers, some are "small" printers—but they are all "big" enough in character and vision to be thoroughly imbued with the twentieth-century spirit of CO-OPERATION, which is a force that has just as practical an application for the printing industry as for any other. "Co-operation and the Cost System" is the watchword of the coming Cost Congress—a watchword that will help every printer in his efforts for success, irrespective of the size of his establishment. Above all, the Third Canadian Printers' Cost Congress will be intensely PRACTICAL, and we believe the practical reasons which follow should convince every wide-awake printer in the Dominion of the unusual worth of his OPPORTUNITY and the importance of his RESPONSIBILITY.

SIX GOOD REASONS FROM MONTREAL.

Is Traviçe A. Tod, of the Federated Press, Limited, Montreal, right when he says that "a knowledge of costs is more essential to a printer than a technical knowledge of his trade?" We think he is. Here is Mr. Tod's letter in full:

"Fully believing that a knowledge of costs is more essential to a printer than a technical knowledge of his trade—and that the printer who has not that knowledge, is not only a menace to him self, but also to every other member of the craft—I am unqualifiedly in favor of Cost Congresses—or any other means of propagating the right ideas.

"I shall attend the Third Canadian Cost Congress for the following reasons:

1. To learn how the other fellow does it.
2. To give my experiences to my fellow-printers.
3. To encourage those who have not yet realized the necessity of a Cost System.
4. To give my moral, as well as financial support to "Organization"—which has completely revolutionized the printing business.
5. To get all the profit I can from the successes of those others that I may have a larger credit balance at my bank at the end of the year.
6. To find out what a lot of good fellows there are in the printing business anyway.

The best thing that could possibly happen to the printing trade in Canada, would be to have every concern in the Dominion represented when the Congress meets."

PURELY SELFISH REASONS.

C. James, of Lyon and James, Limited, Toronto, says:

"In answer to your query as to why I shall attend the Cost Congress I would answer, for purely selfish reasons:

"First, because I admit that I do not know all there is to know about the printing business.

"Second, because I believe that there are other printers who know more about the business than I do.

"Third, because I have attended other Congresses and have come away with knowledge that more than repaid me for the time and expense.

"Fourth, because I believe that the ultimate result of holding Cost Congresses will be the standardization of methods and ethics in the printing business and I believe that when we get this standardization we will make more money which is my reason for being in the business.

"To answer your second query, 'Why I believe every Canadian printer should attend,' I would say that there is only one reason why any printer should stay away and that is, 'Because he knows all there is to know about the printing business and is too selfish to share his knowledge with others less fortunate.'"

SLACK TIMES DEMONSTRATE NEED OF CO-OPERATION.

From W. E. Gordon, of the Herald Western Co., Ltd., Calgary:

"It is my opinion that all printers should have a representative at this big meeting, to exchange ideas for the betterment of all, and those who miss this are letting slip the most golden opportunity to assist both themselves and our industry in general. It is in a year such as we have just passed through that demonstrates the necessity of unity among printers. When business is quiet the inclination of many is to reduce their prices to get work, and this is fatal both to themselves and all others. If we all understood one another and held together during good times or hard times, the purchasers of printing would be unable to run around and ruin many shops by the cut rates.

"Now that there is an excursion rate on the railways from the West, I hope every one interested will join in the spirit, and get together in making our trade one of the best in Canada. The old motto still holds—'United we stand, divided we fall.'"

COST SYSTEM ESSENTIAL.

M. M. Hart, of S. R. Hart & Co., Toronto, writes:

"It would seem almost superfluous to urge upon every printer the necessity for a cost system. Logically the installation of a cost system should precede the installation of machinery. Unfortunately the opposite course is the one most usually adopted.

"Canada is to-day a rapidly growing country. Every business man desires to participate in that growth. The small printer of to-day will be the big printer of to-morrow. Systems that were sufficient twenty years ago will not stand the test to-day. The only sound basis for any business is an accurate knowledge of the cost of the product of that business. By the adoption of the Standard Cost System, the printer can obtain this information, and owing to the widespread use of this system he can compare results with printers over the entire continent. It is only through co-operation of this sort that the printing industry in Canada can be placed upon its proper footing."

CO-OPERATION—COST SYSTEM—CONFIDENCE.

W. H. Quinn, Public Press, Limited, Winnipeg, is responsible for the following inspiring letter:

"My first reason—speaking numerically—seems to be that I want to get away—away from work—away from the whirl of the cylinders and the odor of the inks—but not so far away that I cannot still derive some benefit from it.

"There is no doubt in my mind, after attending several Cost Conventions, that they are the foundations upon which rest all the good a printer can ever expect to derive from his calling. While the moral influence of a cost convention is invaluable, the direct results one can obtain from attendance at even one, will surprise the novice and make him wonder why he did not awaken

sooner. A lot of us think we know all about cost systems. Each and every one thinks he knows our common business better than any one else. Each one will formulate his own ideas in his own little environment, and drag along in the trench which he has dug. At a cost convention, one not only profits from the orations of the experts who are generally on the programme, but gets a very general knowledge of the numerous trenches the other fellows have dug. It is common charity to suppose you will get at least a few ideas from the other fellows.

"Another big reason: You will come back from the convention with more confidence in yourself. The printing industry—one of the most important in the world—is composed of men—human beings like yourself. A lot of us imagine that our profession does not need us. We are simply in the printing business to make a living. This is a mistaken idea. We all form part of the machinery which goes to make our calling great. Each cog is just as important as the one next to it, and if they don't work together—it's our own fault.

"Still another big reason why I will attend the Toronto convention, Toronto—beautifully situated—is now a real city. Once upon a time this would have been a hazardous statement, but in the last ten years Toronto has moved forward fifty. Outside of its position as a printing centre Toronto is worth a visit any time, especially at this season of the year when Nature seems to be looking for a place to cast her smiles. The programme, I understand, is an interesting one. It is to be hoped that the efforts of the committee will be appreciated and rewarded with a large attendance."

DIFFICULT TO ESTIMATE.

Brief and to the point is the following striking letter from Noble Scott, Toronto:

"I will surely be there. A man cannot value in dollars what he receives from the lips of men who are leaders in thought and winners in business."

CAN'T AFFORD TO MISS IT.

Lorne Eedy, the *Journal*, St. Mary's, Ont.:

"The cost education campaign introduced in Ontario by John M. Imrie has done more to put the country publisher's business on a paying basis than any one factor in recent years. In my opinion no progressive printer can afford to miss the Printers' Cost Congress."

FROM THE PRESIDENT OF THE C. P. A.

Hal. B. Donly, *Sincee Reformer*, says: "Cost educational work has already accomplished some good for Canadian printers. But both in the big city and the smallest town, we are still far from ideal conditions. As long as one man, with head of bone, insists on sticking to rule of thumb methods the rest of us are injuriously affected. So just that long there will be work for Cost Congresses. The one in Toronto next month should receive the support of every printer in this part of Canada."

MUST ADOPT COST SYSTEM.

Here's a letter from a man who will not be there—A. R. Fawcett, editor and manager of the "*Arrow*," Burk's Falls, Ont. Let us hope that Mr. Fawcett will be able to change his plans. He says:

"I am very sorry that a previous engagement will render it impossible for me to attend the forthcoming Cost Congress. But for that fact I certainly should not fail to be present, as I consider the Cost System inaugurated by the Canadian Press Association the greatest forward movement in its history. And it is bound to be beneficial to country printers in a very special sense. The big city offices have always had their own cost systems, but with the average country office it has largely been a matter of guessing at prices in a haphazard fashion, and the guesses were mostly wrong—either too high or too low, though generally the latter. Once the country newspaper men adopt the Cost System there will be no return to the old slipshod order of things, and visits from the sheriff will be 'few and far between.'"

THE RESULT OF ATTENDING A COST CONGRESS.

Do you wonder at the enthusiasm of Louis Blake Duff, job printer and proprietor of the *Telegraph*, Welland, Ont., when you read what the Cost System has done for him and that he got his first insight into it at a Cost Congress? A man who operates an efficient Cost System is always "very comfortable," whether he's "awfully busy" or not. Here is what Mr. Blake says:

"Because it was a Cost Congress that pointed out to me that I was slipping along to a slow but certain death. But this Cost Congress did more: it saved my life. Let me tell you something: The first month I had the cost system in operation was the biggest month in composition this office ever had. We were loaded up with extra men and I felt awfully busy and very comfortable. But the month's record showed that the composing room in that strenuous thirty days ate its own head off, and had not a cent to show for years truly. The cost system taught me something that I

knew before but did not fully realize—that every cent you pay out and every minute of time must be paid for. The cost system charges it where it belongs and will not allow you to lose track of an hour or a dollar. It has caused a deep intimacy to spring up between my business and me. (I know a thousand vital things about my business that the man without a Cost System can never know about his.) If there is anything wrong with a little job or a big job, with a month's operations, with an employee or even with equipment, the Cost System stands up pointing to the spot, saying in a strong voice, "What about it?" The man who has not a Cost System is either going to get one or quit the business—that's sure, and if he decides on the system he has in store for him some of the biggest and most painful surprises of his life. I'll be there on the 16th and 17th."

SOUNDER BUSINESS METHODS.

H. A. Moyer, the *Moyer Press*, Berlin, Ont.

"Anything which goes towards the upbuilding of the printing craft, and has for its aims the adoption of sounder business methods, is a good thing, and should have the encouragement of the printing trade.

GET ACQUAINTED WITH YOUR FELLOW-PRINTERS.

E. J. Hathaway, *Warwick Bros. & Rutter*, Toronto, writes:

"I am a firm believer in conventions, congresses or gatherings by whatever name, of men of common interests. The competitor one knows personally is a much less dangerous and a much more decent fellow than the one he knows only by reputation. Few men in their personality or character can measure up to the standard set for them by business rivals or competitors. There is a good deal of human nature in most business men, as there is in other people; and beneath the printer, the price-cutter or the business hog you will usually find the real man.

"It is useful, also, for the printers in the smaller cities to meet those in the larger ones. There is often an unreasonable antagonism against those in larger centres,—an antagonism that would not exist if the men in the trade were better acquainted and the conditions under which they carried on their business better understood.

"A well organized and properly run convention is an inspiration to every man who attends it. It stimulates a better viewpoint towards one's own business. Many a man grinding daily over the details of his work often feels that if he were only in some other line he might have been able to do something worth while. Contact with other printers reveals other views toward the work, and one perhaps unexpectedly finds that even in his own line of work there are standards to be lived up to and ideals to be pursued. An address, paper or discussion may open up vistas of enlightenment to a discouraged or disappointed man of much value.

"Whether a congress for the purpose of discussing cost systems has ever led a man to install a cost system or not is to me not a matter of the first importance, but if he has experienced the inspirational value of contact with others engaged in the same industry, he will return to his desk with a finer sense of values and a higher respect for himself and for the work in which he is spending his life."

BASED ON PAST EXPERIENCE.

H. P. Moore, the *Free Press*, Acton, Ont., writes:

"I am looking forward with most pleasurable anticipations to the coming session of the Third Canadian Printers' Cost Congress. I am sure it will be as good as those of the past. I expect it will be much better. My experience in attendance upon past congresses has been that the proceedings have been practical, interesting and profitable during every minute of every session.

"As one of the small printers of the country offices I appeal to my brethren of this class to make a special effort to be present. The opinion prevails in some quarters that these cost congresses are of interest only to the larger offices of the country. I have found that the programme has always been framed with a view to helping the smaller offices especially. The large concerns have long ago adopted cost systems of some kind as a business protection. The small offices generally have been run without system and the cost campaigns have been of paramount interest and value to them, as they have adopted improved methods of cost accounting on all the products of the office. The proprietors of the small offices should by all means be present at the Third Cost Congress on April 16 and 17 en masse."

AN APPEAL TO THE PRINTERS OF QUEBEC.

From Charles H. Tice, Secretary-Manager of Montreal Printers' Board of Trade:—

"A large number of Montreal printers are preparing to attend the Canadian Printers' Cost Congress in Toronto in April, and a number of Quebec City printers have already signified their intention.

(Concluded on page 48)

A PAGE FOR APPRENTICES

Conducted by J. W. Short, Superintendent Galt Reporter Press; Late Assistant Instructor, Central Technical School of Printing, Toronto

Part 8.—Relationship of Types and Borders.

AS A RULE, the display of a title page or cover is made considerably easier when enclosed in a rectangular border, the squared effect of the border diminishing in an astonishing degree the lack of uniformity or harmony between the type and shape of the page which in some cases would otherwise be considered inconsistent.

Whether a border be composed of a single rule or of an ornamental character, the effect from a geometrical standpoint is the same, although in the former the border does not bear the same relation in some ways as does the latter. As an embellishment, the decorative border must not be predominant or obtrusive, but should take a second rating, as it were, to the matter at hand.

Tone, period, suitability to the work and shape, should also take an important part in the choosing of the right kind of border to be used.

In figures 1, 2 and 3 will be seen the result of a tonal effect in three title pages of a similar construction. Figure 1 shows two-point rule border, type and ornament in harmonious combination; figure 2 has one-point border, with type and ornament to match—a lighter effect; and figure 3 gives a lucid idea of a title page set with three-point border, decorative spot

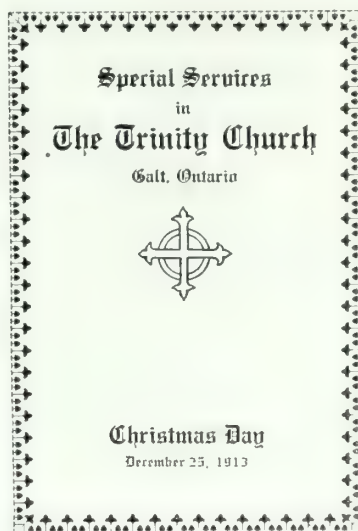
and type of a similar tone, while the rugged element of the type coincides with lines of cut. Period, tone and scenic atmosphere all pervade in these illustrations. In the illustrations "A, B and C" the same effects with the aid of decorative borders will be seen.

In using decorative rules or borders, the color scheme should determine also to a great extent the choice of these. If a job is to be printed in one color only, the tone of the border should coincide rigidly with the tone of the type; but if a second color is to be introduced, borders of considerably heavier element can be used, so that their tone when printed will harmonize.

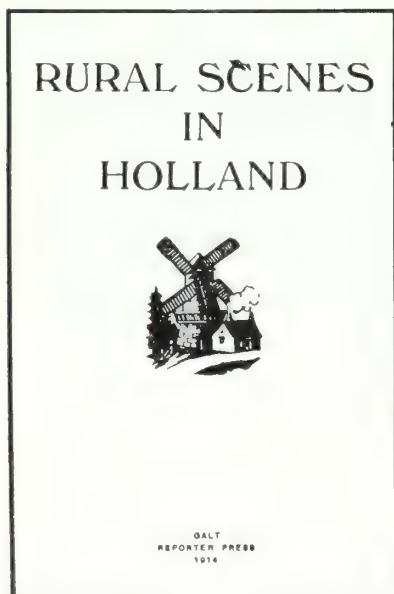
Period and suitability are admirably portrayed in illustrations "D" and "E." Note the coloring and spiked effect of the Old English border used in conjunction with the Old English text, and the architectural base of the egg-and-dart border of the Roman period used for the antiquarian cover page. Reverse these and the effect will at once be apparent.

BORDERS FOR TITLE PAGES.

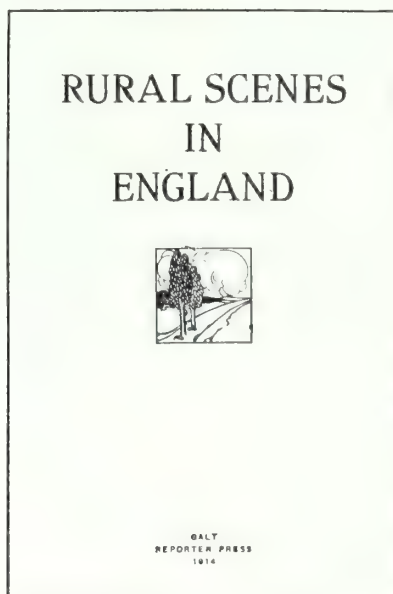
Rules in the form of panels, borders, or for rubricating black letter pages, are much in vogue, and the study of these, especially those of a former period, is highly edifying to the student. For head and tail pieces



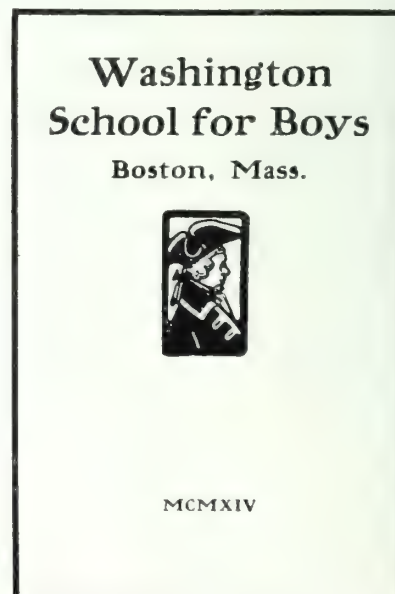
D



1



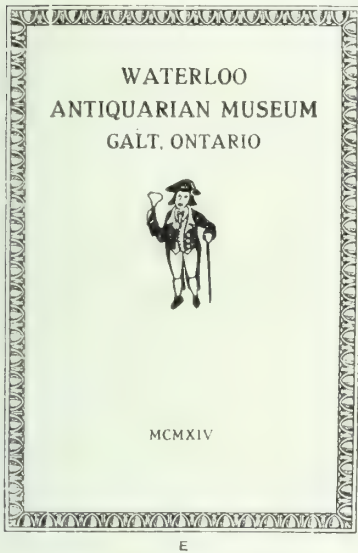
2



3

character are greatly demanded. If sufficient care in the selection of these with regard to the relation of same to the types is exercised, some novel and interesting effects can be produced. Some few suggestions are given here for suitable head pieces and embellishments, in the following order:

- 1.—Acme squares with one-point rules,
- 2.—Maltese cross with two-point rule,
- 3.—Acorn ornament with triple rule.



Edson Leader Sold

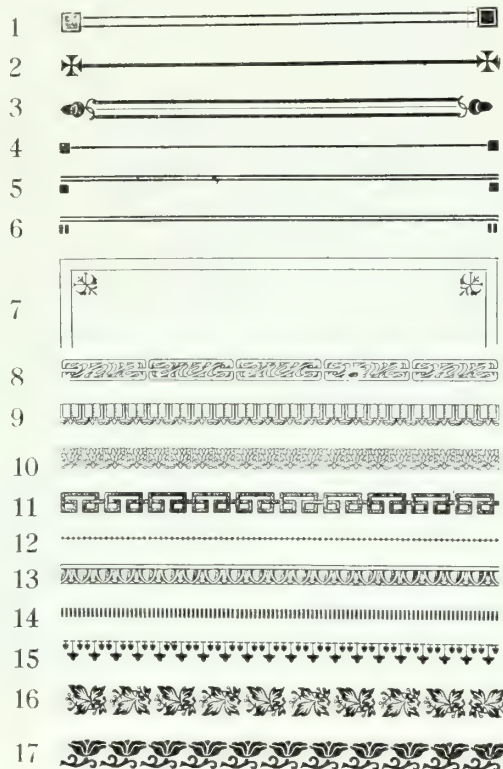
THE EDSON (Alta.) *Leader*, formerly published by the Edson Leader Publishing Company, has been sold to L. J. Siljan and A. J. McCullagh, both of Edson. The name of of the paper has been changed to *The Western Leader*, the Western Leader Publishing Company appearing as publishers. The new company will be incorporated.

W. C. R. Garrioch, formerly editor and manager of the *Leader*, has been appointed postmaster at Edson, and found it necessary to devote his whole time to his new position, hence the sale.

Mr. Siljan, the editor and manager of the *Western Leader*, was for nine years connected with one of the

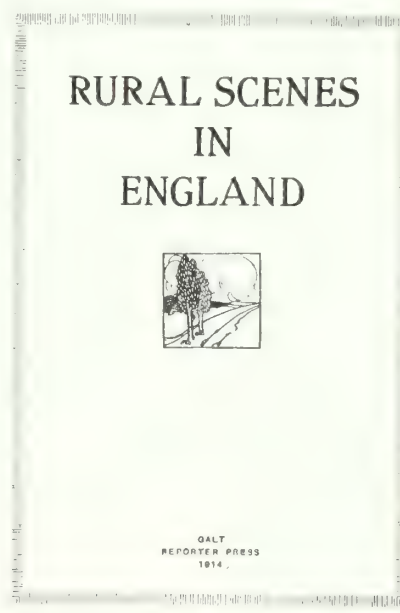
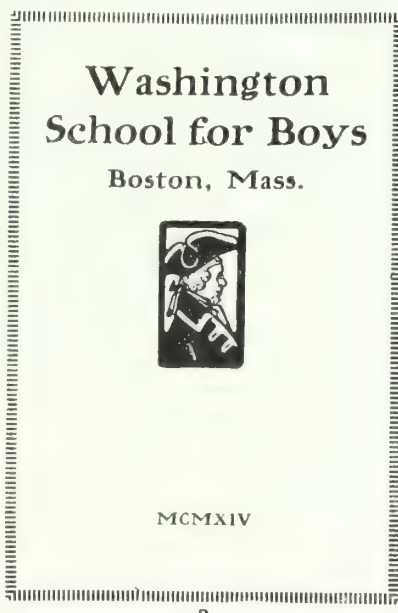
leading dailies of Chicago. For two years he edited a Norwegian weekly in Winnipeg, and in 1912 and 1913 he was on the editorial staff of the *Manitoba Free Press*. A few months ago he came to Edson to take a position with the *Edson Critic*, which since then has ceased publication.

Mr. McCullagh is a young business man in Edson. As



soon as his other business interests will allow him, he will take over the position of manager of the *Leader*.

The circulation of the *Leader* has more than been doubled in the last two months, the new owners prosecuting an energetic campaign to have the paper circulated throughout the large districts around Edson.



A Modern Western Canadian Printing Office

Rapid Strides Made by *Omineca Herald*, of New Hazelton, B.C.—C. H. Sawle is Editor and Manager

IN THE March issue was described the building and plant of Campbelltown *Graphic*. "A Modern Eastern Canadian Printing Office." This month readers of *Printer and Publisher* are invited to turn to the far west and take a glimpse of a modern Western Canadian print-



"A Modern Western Canadian Printing Office" at New Hazelton, B.C.

ing office, situated in one of the newest and most talked of towns in British Columbia.

The *Omineca Herald*, of New Hazelton, B.C., will be five years old on July 1st. For the first three years it existed almost entirely upon land and coal advertising. July 1, 1911, C. H. Sawle purchased the plant and business, and since then the *Herald* has enjoyed unprecedented success. The paper has always advocated New Hazelton as the only possible location for the new town, to which old Hazelton people must move in order to be on the G. T. P. In October of 1912, the *Herald* placed a contract for the erection of its new quarters in New Hazelton, and on the 9th of November began moving its plant from the old town to the new, a distance of four and a half miles. The new building was designed by the editor with a view to securing the best possible lighting system, and the best arrangement of the plant to secure efficiency and convenience. It is believed that the objects aimed at have been accomplished.

The building is 25 x 40 feet. It faces the north, and the front is all glass, except the main entrance (5-ft. doors). On the west wall and close to the ceiling are placed five single-sash windows. These are above the men's heads. The job cabinets and type cases are in a row facing these windows and just far enough away from the wall so that the light rays hit them without making any shadow. The light coming from the front windows also strikes the cases at the proper angle. This same system also gives as nearly a perfect light throughout the whole office as it is possible to get.

The two Gordon presses are at the south end and facing

the front windows. They are also lighted by the side windows. The dead stone and imposing stone are placed just behind the cases and in front of the presses. The stock shelves are along the east wall and upon them are carried constantly from \$400 to \$700 worth of paper and envelopes. Immediately in front of the stock shelves are two work tables, a thirty-inch Golding paper cutter, Boston stitcher and a perforator.

In the front of the building is the office of the editor and manager. It is separated from the work room by a three-foot railing. In the opposite corner is the business office. A space is left between the two offices for the public.

The furniture in the office is all oak, and the wood work throughout is oak stained.

A "Premier" two-revolution press of the newest design was installed last year. The type, both display and body is new.

On the second floor of the building the editor has his living apartments.

C. H. Sawle, editor and manager of the *Omineca Herald*, got his newspaper experience on the *Welland Telegraph*, *Guelph Herald*, and *Peterborough Review*. He is a practical printer himself, and started washing rollers and sorting the "hell box" when fourteen years old.

Must Pay for "Reading Notices" in St. John

A NEW POLICY has been inaugurated by the four daily papers in St. John, the *Telegraph-Sun*, *Times-Star*, *St. John Globe*, and *Standard*, with respect to the publication of many items formerly regarded as "news-bits." In this list might be included previous announcements regarding concerts, entertainments, socials, sporting events, and similar features, all of which are now cancelled unless payment is made for them. In addition the local papers are now charging so much per line for insertions with regard to installation of officers and elections in some societies where insurance is the prime feature, and even accounts of marriages are barred unless a regulated fee accompanies them. For some time past the papers have



View of Interior, Omineca Herald, New Hazelton, B.C.

been gradually working toward this policy and it is expected that even more stringent regulations may be applied. Thus far it has worked most satisfactorily, and much of the space and printer's ink which were used to practically no gain, are now bringing in a good financial return.

Local Printers Should Get Municipal Work

Great Need for Co-operation Between Printers in Neighboring Towns -- Admirable Stand Taken by Oshawa Printer

THAT THERE is a genuine need as well as a big opportunity for co-operation between printers in different towns in the matter of municipal printing is evidenced by the three letters which are printed at the bottom of this page. They speak for themselves. To read them should convince any printer that the subject is one worthy of the most serious consideration. If the printers do not consider it, who will? Certainly not the offending town council and others like it. They have apparently never heard of reciprocity or loyalty or patronizing home industries. They can, however, give some printers a lesson in co-operation. Notice that the town council in question instructed its clerk to write to other clerks to get pointers on where to buy printing at low prices. If town clerks find it good business to co-operate with other town clerks, why do not more printers see the wisdom of co-operating with other printers?

It would seem useless to try and impress a town council by mere words of the fairness of what is so obviously fair as that it, as the representative body of the community, should set an example by patronizing home industry. It should also be obvious to them that the

printers of their home town, who are worthy citizens and taxpayers, are fair and honest business men and that their plants are equipped for turning out ordinary work as quickly and economically as it can be done anywhere. Well—the only remedy lies with the printers themselves. There must be co-operation. The town councils must be made to see the obvious facts they refuse to look at willingly.

But it is good to know that the desired end—having the printing done in the municipality—has been accomplished in some cases. In the last issue of *Printer and Publisher* (page 71) a letter from E. Roy Sayles, Port Elgin *Times*, told of the amicable relations existing between the Bruce Press Association and the Bruce County Council. In that case they put in an Association tender—just for convenience—and then when the tender was accepted the Executive met and split up the orders.

The municipal printing problem can only be solved by co-operation between printers. When that is effected then co-operation between printers and Council will follow as an inevitable rule.

Barrie, Feb. 28, 1914.

Editor, Reformer,
Oshawa, Ont.

I am requested by the Printing Committee to ask for tenders for the following work, same to be done on statutory time, and on paper similar or equally good to sample submitted.

Financial statement and auditors' report, 100 copies, same size as sample, per page?

Voters' lists, 300 copies, similar to sample, 20 copies to be on book paper, per page?

What would be the difference, if any, for vertical ruling?

Tax bills, bond paper, 2,300 copies, ruled, perforated and printed similar to copy?

Proofs and copies to be submitted before printing.

E. Donnell,
Town Clerk.

Oshawa, March 4, 1914.

E. Donnell, Esq.,
Town Clerk,
Barrie, Ont.

Dear Sir,—In reply to your favor of Feb. 28th, asking for prices on municipal printing for the town of Barrie.

In the first place we must say that we are surprised that you ask for tenders for this work from out of town offices, as it is not only disloyal and unfair to the printers of Barrie, who are contributors to your town's revenue, but it is also disloyal to the town of Barrie. You have printing offices conducted by respectable citizens endeavoring to make an honest living, and who through the medium of their newspapers do more good for the town than any other class or sect in your community. These offices are not only worthy of the town's printing but are justly entitled to it. Knowing the gentlemen connected with these offices to be honorable men, we feel assured they would, if given the opportunity, supply you with your printing requirements at honest and fair prices. Under these circumstances we positively refuse to tender on the printing, and cannot say that we thank you for the opportunity.

Respectfully yours,

The Reformer Printing & Pub. Co.,
Limited.
Chas. M. Mundy.

Barrie, March 14, 1914.

Editor "Printer and Publisher,"

I have your letter of March 11th, inquiring concerning the circumstances which led up to the town clerk asking tenders from outside printers.

In brief the facts are these:—In May, 1913, the Simcoe County Press Association adopted a Schedule of Minimum Prices for Job Printing. In January this year when the Town Council asked for prices on printing, the four publishers sent a joint letter to the Council asking that the printing be equally divided, the price to be the same as charged any private individual. The schedule being submitted to them they found that the prices were somewhat higher than they had been paying and instead of accepting our terms they wrote to different clerks asking for prices on municipal printing. This was followed up by letters to the printers in some of the towns where the municipal work seemed to be done at a price lower than we quoted. The Town Clerk of Barrie requires the voters' list printed on an extra quality of heavy book and also has to have 25 special copies printed on a good wove writing stock; 300 copies are required, which is 50 per cent. more than most municipalities use.

Mr. Mundy's action in the matter is very much appreciated by the Barrie printers.

J. A. MacLaren,
Publisher "Examiner."

THE RESET SPECIMENS

What is that indefinable something we are all striving for, consciously or unconsciously, in the make-up of a piece of printed matter? What is it that makes one piece of work stand out clearly and distinctly from another? That gives it character, individuality? Run your mind up and down the essential qualities and lay your mental finger on the one indispensable, all-important, composite quality.

You can't miss it. Atmosphere.

Atmosphere is to a piece of work what Personality is to the man. Just as Personality discloses the composite qualities of the man, so Atmosphere reveals the quality and value of the article advertised, or the dependability of the proposition being expounded.

True, the typographer may err. He may fall far short of creating the fitting atmosphere for the presentation of a certain proposition, article or line of goods. He may even create an atmosphere entirely out of keeping with the character of the goods. But surely that is all the more reason why atmosphere in typography should be carefully considered and each piece of work thoroughly analyzed and studied to find out the proper Atmosphere in which to present its message.

Suppose the creator of distinctive millinery was about to issue to her ultra-fashionable clientele a booklet illustrating and describing her latest designs. The copy for the cover was "Estelle's Creations for Spring," and a certain illustration was to be used also. What more fitting Atmosphere for the presentation of these creations than one of dainty elegance and exclusiveness? This, then, must be the object of the typographer. This is the Atmosphere he must endeavor to create through the arrangement of the matter and the design of the pages.

A suggestion for this cover is offered on the insert opposite and is purposely constructed of material likely to be found in any printing office, large or small. It must also be understood that the colors of ink and stock are selected so as to be suitable to all designs appearing on the insert and therefore are not necessarily particularly desirable for this individual cover.

But picture this same design on a light, pearl grey stock of good quality, ripple or linen finish and deckle running the long way. Change the brown ink to a pale, soft, green-bronze tone; the green ink to a delicate rose or mauve tint. About two-thirds of the way up the left-hand side punch two holes an inch apart, and tie a generous bow of heavy mauve silk cord with frayed ends.

Do you get the effect? Can you picture the ATMOSPHERE? Just retain your impression of that picture a moment. One can almost see the shop wherein these hats are fashioned, the great designer herself, her helpers, and the wonderful product of their combined efforts. No need for lengthy descriptions telling of the great study, care and well chosen materials that are put into the make-up of these magnificent models. That is quite evident. The ATMOSPHERE the typographer has created for the piece

of work speaks far more eloquently than words the beauty, charm and grace of these exclusive designs.

Therefore, the value of a piece of work, as far as typography has to do with it, rests on the atmosphere the typographer has created for the goods.

Every piece of work has its own particular atmosphere to develop. An Atmosphere suited to a musical programme would be entirely out of keeping for the bill-head of a coal dealer, and the Atmosphere that would have a strong influence on one class of people may have an entirely opposite effect on those of more refined and cultured senses.

Study, therefore, each individual piece of work. Find out the features of the article or commodity being offered, and the class and character of the people to whom the piece of work is to appeal. And then form an atmosphere for the goods that will most truly reflect their qualities and that will cause them to be most appreciated by those to whom the piece of work is likely to go.

Look over the other designs on the insert, and with the thought of Atmosphere in your mind try to find out why each piece of work was arranged in the manner in which you see it.

The best results that can be derived from this practice will be in applying your conclusions to your own, everyday work.



Why I Shall Attend the Cost Congress

(Concluded from page 43)

tion of attending, and private cars leaving Montreal the evening of April 15th have already been engaged.

"Now, every printer in the whole Dominion should attend this Cost Congress, and I am making a most earnest appeal to all the printers of Quebec Province and Maritime Provinces to attend. Any printer who has attended any Cost Congress has not regretted the time and money given.

"Employing printers who cannot come should send their superintendent or bookkeeper.

"It is needless to emphasize to any live printer the absolute necessity for this Cost Congress, and the certain good results which will follow if all printers will make it a point of being present. Even if it is not convenient for you to leave your business you should come to the Congress; even if it should put you out, come and help it along. You owe this much to the Trade, which gives you your daily bread.

"And see that your competitor comes also.

"The last Cost Convention held in Montreal, was a most gratifying success and resulted, amongst other things, in the formation of an association of 70 French printers in this city, who are doing excellent work and greatly benefiting the industry."

WHAT'S WRONG IN HURON COUNTY?

The need for organization is not confined to city printers. Both those in the big cities and those out of them need cooperation and the cost system. Let every printer in the small towns turn out to this Third Cost Congress and bring his competitor with him. J. Leslie Kerr, of the *New Era*, Clinton, Ont., writes as follows:

"I believe that every printer should attend the Cost Congress, for if they have been doing work too cheaply and hear what other printers are now receiving for the same work. The Huron Co. Press made out a new price list and have rested, much to my own regret, but if all should attend the Cost Congress it might be revived with much benefit to all."



Estelle's
Creations
for
Spring



AUTOMOBILE ACCESSORIES
AND SUPPLIES

THE CHAS. M. ROGERS CO.
DUNHAM, QUE.



Closing Exercises
Saint Hildas College
1912-13 Term

DE LUXE PRINTERY
751-753 COLLEGE STREET, TORONTO

J. G. WEBB

H. R. WEBB

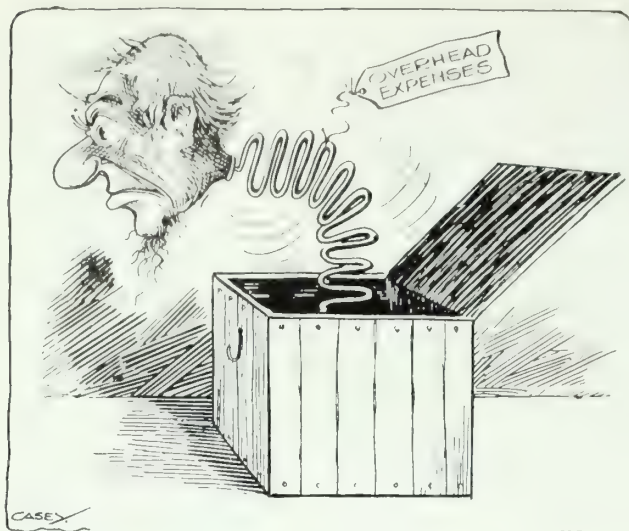
DE LUXE PRINTERY
751-753 COLLEGE STREET, TORONTO

J. G. WEBB

H. R. WEBB

A SPECIMEN SHEET
of the numerous Catalogues and Booklets
we have made for our Canadian Friends.

Attractive Form of Advertising used by Public Press Limited, Winnipeg.
(See item on next page, "A Good Idea.")



A Printer's Catechism

"Why are Over-head Expenses represented by a jack-in-the-box?"

"Because they are often overlooked and cause surprise when discovered."

"How can the extent of Over-head Expenses be known at all times and a sufficient charge made on each job to cover their cost?"

"Only by installing an accurate Cost System."

"Where can I learn all about such a system and hear what other printers have to say about it?"

"By attending the Third Canadian Printers' Cost Congress, Toronto, on April 16 and 17. Will you come?"



J. De L. Tache Appointed King's Printer

The appointment of J. De L. Tache to the position of King's Printer, to succeed the late Charles Parmalee, was officially confirmed by the Government on March 14. Mr. Tache is editor of *La Courrier*, St. Hyacinthe, Que. He will assume the duties of the office of King's Printer at once.



Franking Privileges for Press Gallery

POSTMASTER GENERAL PELLETIER has issued instructions that all letters addressed to members of the Press Gallery at Ottawa, shall, in future, be delivered free of charge. This is an important concession and one that will be much appreciated by Press Gallery members and their correspondents. It should mean a considerable saving in postage to the newspapers represented at Ottawa.



A Good Idea

IT IS both inconvenient and expensive to have a big over-run on fine booklet and catalogue work, yet, as all printers know, the demand for samples is one of the troublesome little things in connection with the securing of orders. Public Press, Winnipeg, have overcome this difficulty somewhat by use of the engraving shown on the previous page. The group cut showing the covers of many fine productions is printed on highly coated stock and frequently used in helping to land an order. It also serves for enclosing with letters and might work in nicely on the back of a letterhead.

"Thank You"—A Good Suggestion

IT IS well to remember that a pleasant "thank you" is one of the most welcome gifts we can bestow on good humanity. Furthermore, politeness not only costs nothing to the giver but actually returns to him increased manifold. John Arbuckle spoke truly when he said, "Politeness is the cheapest commodity on God's earth. It costs nothing and will carry you farther and pleasanter through life than any other ticket you can travel on." Apparently that is the view taken by the editor of Wingham (Ont.) *Advance*, for he inaugurates a new year of service to the community with the following message.

"Thank you.—As the *Advance* has just entered its second year under the new management, the President and Editor wishes on behalf of the Wingham Publishing Company, Limited, to extend its sincerest thanks and heartfelt gratitude to their two thousand subscribers, their advertisers and job patrons, and last but not least, their correspondents. The new management having somewhat cut its journalistic teeth, will be in a better position for the coming year to issue a good paper. Trusting that the forty-second year of the *Advance* will be the most successful in its history, we wish again to thank all who have in any way contributed to its success."



Ode to the Foreman

Who is it is supposed to know
How every blamed thing in the show
Is running—has to make it go?

—The Foreman.

Who has to answer every call
No matter whether large or small,
And has no chance to rest at all?

—The Foreman.

Who has to answer questions rare?
Enough to make him tear his hair,
Although he hasn't much to spare

—The Foreman.

Why did you run that job in blue?
Is Mr. Blank's work nearly through?
What's going next on Number Two?

—Poor Foreman.

Is that book cover black or red?
In what type shall I set this head?
Where can I find a 10-em lead?

—Poor Foreman.

Can we have a boy to go downtown?
How soon will that next form be down?
No wonder that he wears a frown

—The Foreman.

How is it that ads are out of place?
Why didn't you run a lighter face?
Where can I find a larger chase?

—Poor Foreman.

Who watches everything in sight?
And sees that things are all done right,
But ne'er gets out on time at night

—The Foreman.

Record of Advertising in Daily Papers

BELOW are given figures showing the amounts of advertising carried by 19 Canadian daily newspapers during February, 1914. It is hoped to make this list a regular feature of the journal, and that in future many more papers will report.

In some cases the figures printed were furnished by contemporary publications and if any inaccuracies are noted we should be glad to remedy them.

FOR FEBRUARY, 1914.

	Cond'sed.	Display.	Total.
St. John Standard			210,924
Montreal Gazette			406,014
Montreal Mail			141,400
Montreal Le Canada			77,558
Ottawa Journal			426,888
Ottawa Citizen			423,113
Ottawa Free Press			341,376
Toronto Telegram			738,220
Toronto Star	84,320	522,480	606,800
Toronto News	17,780	343,700	361,480
Toronto Globe	72,100	317,940	390,040
Toronto Mail	61,460	300,780	362,240
Toronto World	10,680	258,020	268,700
London Free Press		309,120	
Winnipeg Free Press			753,079
Winnipeg Telegram	117,600	465,500	483,100
Regina Leader	81,056	366,838	447,894
Regina Province	47,320	241,400	288,720
Calgary Herald	128,734	351,257	479,991



Advertising Canada in the United States

SOME interesting facts have been brought to light as a result of an enquiry instituted by the Senate Lobby Committee at Washington, D.C.

In response to questions the advertising manager of the Western Newspaper Union (U.S.) estimated that the Canadian Government had paid his company \$42,000 a year for the past twelve years for the publication of write-ups of the Dominion in the patent insides supplied, it is said, to 4,800 newspapers in the Western States. Wm. J. White, special advertising representative of the Canadian Government said 140,000 Americans were attracted to Canada last year and placed the figure at 800,000 in the past ten years.



The Oldest Paper in Canada

IN AN ARTICLE entitled "First Things in Nova Scotia" contained in the special New Year edition of the *Halifax Chronicle*, it was stated that the first printing office in Halifax was opened in 1751 by Bartholomew Green, who came from Boston. After Green's death, John Bushell, who had been in partnership with Green in Boston, came to Halifax and took over the business. On March 23, 1752, he issued the first newspaper printed in the Dominion of Canada, and the oldest newspaper with a continuous existence in North America. It was first called the *Halifax Gazette*, but is now styled the *Royal Gazette*, and is the official organ of the Provincial Government.



A Zealous Puzzle-Solver

L. A. DANSEREAU, former publisher of a French newspaper which suspended more than six years ago, received recently an answer to a puzzle printed in his paper 1905. The writer expressed the hope that he would receive a prize, as he had been working persistently for eight years

Editorial Co-operation

PRINTER and Publisher is desirous of serving the businesses in whose interests it is published to the fullest possible extent. It has endeavored to keep pace with the rapid strides made by the printing and publishing trades in Canada and ventures to believe that it has not been altogether unsuccessful in the attempt. In saying this we have to thank many of our readers who have assisted materially to bring the paper up to its present standard. We have had evidence of this sort of co-operation in a particular sense during the present year. In the first three issues of 1914 we were enabled to publish a series of articles on "Circulation in its Relation to Advertising" that were and are of immense permanent value, simply because of the hearty response to our inquiries of a large number of publishers and advertising men. In this present issue are published letters from a number of Canadian printers which we are positive will be read with a great deal of interest by all interested in the coming Cost Congress and in organization and cost system work. The splendid extent to which our news items department has been developed is another evidence of the benefits of co-operation. We thank all our readers who have in any way in the past assisted in making *Printer and Publisher* truly representative of its field and its mission and hope that they too have been helped thereby.

We trust our readers will remember that this is their paper and that the editors will always welcome helpful criticisms and suggestions. We want to get into closer personal touch with you—our readers—and you can help us in doing this by writing something for one of the departments, replying to requests for information upon which to base articles and discussions, asking for information—if it's in our power to do so, it will be promptly and cheerfully furnished—and in many other ways. We want to make *Printer and Publisher* more practical, more vital than ever before and we are depending upon you to help us in accomplishing that object. No great work has ever yet been done without co-operation, and it is the thing we need in the printing business in Canada to-day more than any other. Let us have a hearty expression of the spirit of co-operation in the editing of *Printer and Publisher*.

If you should chance not to be a regular subscriber, we invite your first act of co-operation in that direction. That would be the most concrete evidence we know of that our work is appreciated. When you have done that we hope you will be able to say as one of our old subscribers did the other day. "I couldn't afford to do without it."



There's a calendar near your desk! Put a plain mark around the date of your most important engagement this year. The Third Canadian Printers' Cost Congress meets at Toronto, April 16 and 17.

THE EDITOR'S VIEWPOINT

The Cost Congress and Permanent Organization

IF THE Third Canadian Printers' Cost Congress is successful in reaching a satisfactory decision on the question of permanent organization of the printers of the Dominion it will go down in history as the most notable gathering of Canadian printers held up to the present time. The printers of Canada can hope for nothing better than that such a result be attained, for there is nothing of which the trade stands more in need of to-day than a permanent organization that will be capable of embracing in its membership every printer from coast to coast. Whether or not the problem is solved depends upon the rank and file of Canadian printers and primarily upon their attendance in large numbers at the coming Cost Congress.

The Canadian Cost Commission has been working aggressively for considerably more than a year with a view to arriving at a solution of the problem of permanent organization that would be sufficiently desirable and definite for laying before a Cost Congress. Although the Commission's report has not yet been made public, the fact that it is to be presented at the Cost Congress next month is the best evidence that they now have a proposition worthy of the consideration of every printer in the Dominion.

We do not know the nature of permanent organization that will be proposed, but it seems reasonably certain that whatever scheme is favored it will call for a considerable outlay and a demand for real sacrifice on the part of many. That is always true of the beginning of any great and needed work, and there is no likelihood of the present instance being an exception to the rule. It would be well, therefore, to be prepared to meet any sac-

rifice of time and money that may be needed, after having first decided upon the most economical and efficient method of organization.

We would favor any plan for organization that is sufficiently comprehensive to embrace all classes of printers and at the same time will admit of commencing in a comparatively small way. There are Boards of Trade, Master Printers' Associations and local branches of the U.T.A., successfully operating at present in a dozen or more Canadian cities. We believe the form of organization that would be most desirable would be one that could link up in a cohesive, national body, all the existing local organizations. In other words, furnish a head for the parts of the body that already exist. At the same time such an organization should not be fettered by any system of operation in use by the existing local organizations we have mentioned. A national organization, to be successful, must not be hampered by a multiplicity of rules and regulations and provisions, but must make room in its membership for all shades of opinions and all classes of printers, so long as they have the spirit of co-operation. What is wanted is something that will work—not merely look good on paper. And when a plan that will work has been found, the cost of operation should be considered as secondary.

It is hoped that the Canadian Cost Commission has hit upon a plan that will work, for presentation at the Cost Congress. It behooves every printer who can possibly do so to be present on that occasion, and thereby show his personal appreciation of and interest in the work the Cost Commission has been doing.



Courtesy in Business

TRUE courtesy is part of a man's character. Some men wrongly think it is something to be made use of on occasions and discarded when not absolutely necessary. For instance, the business man who has an entirely different manner for the buyer of goods to that which he displays when the positions are reversed, and he him-

self is the prospective purchaser. Sometimes one would scarcely recognize him as the same individual. In the one case, suave, affable, obliging, considerate,—radiating courtesy and good nature throughout the entire transaction. In the other case, blunt, gruff, ill-tempered, ungentlemanly—giving one the idea of a bear with a sore

head. Yes, we know we have pictured an extreme case—a sort of Dr. Jekyll and Mr. Hyde personality in business—but we know too that there are a great many business men to whom the dual picture applies, if not in degree, at least in principle. Just why this should be is hard to understand. The generally accepted, twentieth century, definition of a contract or bargain is one which is mutually beneficial to all parties to it. If, then, the retailer is a beneficiary of the commercial traveler and of the house he represents, as indeed he is, why does he not treat them with the same degree of courtesy as he gives to the purchaser of his goods? Simply because of an antiquated and entirely wrong impression of his position in both transactions. If he is honest—and all truly modern business is honest—he is, in both cases, one of the parties to a mutually satisfactory and profitable transaction, and there is no reason why that brilliant jewel of character which we call courtesy should be made use of in the one instance and not in the other.

The same principle applies with equal force to a transaction between an employer and employee. The discourteous manner, the hasty judgment, the neglect to reply promptly to a courteous application for employment—these are not only unprofitable and unbusinesslike, but

are certain to be reflected in your employees also. Ofttimes we regret carelessness and thoughtlessness of manner, but it avails us little. Words once spoken are no longer our property and cannot be recalled.

Boys flying kites pull in their white-winged birds;
You cannot do like that when you are flying words;
Thoughts unexpressed will sometimes fall back dead;
But God Himself can't kill them when they're said.

In this age of democracy and constant reversion of fortune, it is well to remember that the employee or the commercial traveler of to-day may be the big business man of to-morrow. Even some men whom we are prone to despise and to whom we are habitually discourteous may some day rise to the top of the ladder of fame and fortune.

But despite all we have said we believe conditions are improving—we believe that business men generally are becoming more truly and sincerely courteous, and that it is a sign of stagnation and out-of-dateness to be otherwise. And we have written this in order to rouse and encourage the splendid men engaged in the printing and publishing business throughout the Dominion to a fuller sense of their privilege and responsibility in dealing with their fellow-men.



A "Technical" Violation of a Technical Regulation

THE AUTHORITIES of the Post Office Department at Ottawa have not displayed any particular initiative in connection with the unjust rulings affecting double page spreads. Most of the "decisions," including the initial one, appear to have originated with local postmasters.

A recent case would seem to indicate that, at least, one local postmaster is still inoculated with the double-page spread germ and that the Department at Ottawa continues to be governed by the "discoveries" of its representatives.

Last December an enterprising newspaper made use of a feature entitled "Special Christmas Shopping Pages," which consisted of two pages on which appeared 17 different advertisements, the largest single ad. measuring 350 lines. A heading ran across the top of both pages but was broken in the centre to conform to the regular width of the page. The heading read as follows: "Special Christmas Shopping Pages Containing Many Timely Hints to the Christmas Shopper. A careful perusal of these pages will enable you to save time, worry and expense." The upper half of the two inner columns of each page contained reading matter emphasizing the need of Christmas shopping without further delay and referring to various items in the accompanying advertisements.

This manner of handling Christmas and other special advertising of local merchants will be recognized as being

similar to that which has been hitherto permitted without question by the Department, yet the local postmaster, being a very up-to-date individual, at once "smelled a mouse" and demanded payment on the entire edition of the newspaper at the special rate for publications containing double page spreads. The publisher appealed to Ottawa and the Department ruled that, while the two pages do not properly belong to the class of advertising against which the double page ruling is directed they constitute a *technical* violation of that regulation because the heading was not complete on either page but ran across both pages.

This is surely splitting hairs with a vengeance. Note that the Department admits that it is merely a "technical violation." As a matter of fact the original regulation affecting double page spreads is nothing more than *technical*, and the Department have yet to show any *practical* reason for the interpretation of the clause in the Act which they claim covers the matter.

In the case in question the excess postage exacted by the local postmaster was remitted, but it was stated by the Department that any future issue containing a similar feature would be penalized.

Just how far the d. p. s. mania of the Post Office authorities will lead them is hard to say, but we would suggest that it is quite time they returned to the path of sound wisdom.

C.P.A. Meeting Will Be Held in Muskoka

Good Opportunity to Combine Business and Pleasure at Summer Resort Hotel — Date Immediately Follows Ad Clubs' Convention

THE 36th annual meeting of the Canadian Press Association will be held on Friday and Saturday, June 26 and 27, 1914, at the Royal Muskoka Hotel, Muskoka Lakes District, Ontario.

The holding of this year's annual meeting at the time and place mentioned above will provide the members with an unequalled opportunity for combining an important business engagement and an enjoyable holiday outing. In addition the date, June 26 and 27, will make it convenient for publishers to attend the convention of the Associated Advertising Clubs of America at Toronto on the 20th to 25th, immediately preceding the annual meeting of the Canadian Press Association. This should mean a considerable increase in attendance at both these important meetings, as a number of publishers who live in the extreme west or extreme east will probably make the trip to Toronto to attend both conventions, whereas some might not feel justified in attending either if the dates did not run consecutively.

THE PLACE OF MEETING.

The Royal Muskoka Hotel, the place selected for the meeting, is located on the shores of Lake Rosseau in the heart of the beautiful Muskoka Lakes District. The Royal Muskoka is one of the largest and best equipped summer hotels in Canada, having all the conveniences of an up-to-date city hotel. There is a large convention hall with accommodation for about 300. Other features of the hotel are the spacious verandas and lounge rooms, the walks in the hundreds of acres of pines and spruce surrounding the hotel and the possibilities for golfing, tennis and boating. The Royal Muskoka Hotel has accommodation for about 350 people and its entire accommodation has been reserved for the period covered by the Canadian Press Association annual meeting. Accommodation for an additional 150 will be available at Juddhaven, an adjoining hotel. Several considerations led to the selection of the Royal Muskoka Hotel as the place at which this year's annual meeting of the Canadian Press Association would be held. It was thought the many members of the Canadian Press Association who will attend the Ad. Clubs' Convention in Toronto would welcome a change for the annual meeting of the Canadian Press Association from the busy city to the comparative quiet and restfulness of Muskoka. Another determining factor was the belief that in two days at the Royal Muskoka Hotel the many important questions that will be considered at this year's annual meeting could be given much more time and serious consideration than would be possible if the meeting were held in a large city with the attendant difficulties of convening sessions on time and securing the continued attendance at the sessions of the members in attendance at the annual meeting. With a convention room accommodating 300, located in the hotel in which most of the members will be located and with frequent and rapid communication by special boat with an adjoining hotel in which the remainder of the members attending the meeting will be located, and with the ladies well looked after by the Ladies' Entertainment Committee it should be possible to start each session promptly on time with all members present who are attending the annual meeting. Still another reason for selecting the Royal Muskoka Hotel as the place of meeting was the belief that as this will be the first annual meeting

since the merger of the Maritime Provinces Association, the Western Canadian Press Association, and the A. and E. British Columbia Press Association in the Canadian Press Association, and many members of those organizations will attend this year's annual meeting of the Canadian Press Association for the first time it would be advisable to provide as many opportunities as possible for "getting acquainted" and social intercourse. It was thought that no other arrangement would provide so many opportunities for this as the one selected which combines with the annual meeting something of the nature of a house-party.

SPECIAL TRAIN FROM TORONTO.

It is proposed that as far as possible the members assemble in Toronto at or before noon on Thursday, June 25, and at 1.00 p.m. leave for the Royal Muskoka Hotel via special Grand Trunk train and special steamer of the Muskoka Lakes Navigation and Hotel Co., Limited. The tentative schedule for the return trip and outline of programme at the Hotel is as follows:

THURSDAY, JUNE 25.

1.00 p.m.—Leave Toronto by special train.
5.00 p.m.—Leave Muskoka Wharf by special steamer.
7.30 p.m.—Arrive Royal Muskoka Hotel.
9.00 p.m.—Reception, At-Home, or other social function.

FRIDAY, JUNE 26.

9.30 a.m.—Session of the General Association.
2.00 p.m.—Sessions of the various sections.
7.00 p.m.—Annual Dinner.
9.30 p.m.—Hop and Promenade.

Excursion for the ladies, leaving about 10.00 a.m., returning about 4.45. Ladies will participate in annual dinner in evening.

SATURDAY, JUNE 27.

9.30 a.m.—Sessions of the various sections.
2.00 p.m.—Session of the General Association.
Programme of tennis and other sports for the ladies.
4.45 p.m.—Leave Royal Muskoka Hotel by special steamer.
7.15 p.m.—Leave Muskoka Wharf by special train.
11.05 p.m.—Arrive Toronto.

ARRANGEMENTS FOR WESTERN MEMBERS.

It is expected that arrangements will be made whereby the members from Western Canada may make the trip East in a party, probably meeting at Winnipeg. Definite announcement will be made in the next issue.

THE PROGRAM OF THE MEETING.

There will be a decided departure in connection with the programme of this year's meeting. There will be few set addresses. The Executive, Advertising, and other Committees will submit a number of definite issues for the consideration of the Convention. These issues are vital and it is expected that the action taken on them at that meeting will make its proceedings an important factor in the constructive work of the Association.

Suggestions Wanted Re Annual Meeting of Maritime Provinces Division of C.P.A.

THE Executive Committee of the Maritime Provinces Division of Canadian Press Association invites suggestions regarding the date of this year's annual meeting and the nature of the programme. At the meeting in St. John last year it was decided that the place for the 1914 meeting should be Charlottetown, P.E.I. But the date and details of programme were left in the hands of the Executive Committee and it will probably meet in May at either Moncton or Truro, N.S. In the meantime, suggestions are invited and same should be sent to R. L. Cotton, President of the Division, *Examiner*, Charlottetown, P.E.I.

A desire has already been expressed by several members for a cost conference in connection with the annual meeting and it is hoped that John M. Imrie, General Secretary, who has taken such a leading part in practically all the Cost Conferences already held in Canada, will be in attendance at the Charlottetown meeting. With the presence of Mr. Imrie and perhaps one other expert in this line it may be decided to give up a whole day to the consideration of the real cost of producing job printing, the cost of advertising composition and the cost of producing a small daily or a weekly newspaper.

Further announcement will be made as soon as definite arrangements are arrived at.



First Quarterly Meeting of St. Lawrence River Counties' Press Association

The first quarterly meeting of the St. Lawrence River Counties Press Association was held at Prescott, on March 3.

The Prescott Board of Trade, Town Council and local newspapermen entertained the visitors royally. A number of leading industries were visited and at the conclusion of the business session in the afternoon the members were invited to a banquet, where good things to eat were provided in abundance.

The matter of charging for church notices and the working out of a uniform price list for job work were among the questions discussed at the business session. These and other matters will be more fully dealt with at the next session, which it has been decided to hold at Cornwall in July.

Those present at the Prescott meeting were: R. S. Pelton, *Iroquois News*; J. G. Elliott, *Kingston Whig*; B. O. Britton, *Gananoque Reporter*; J. W. Thompson, *Gananoque Journal*; C. W. Young, *Cornwall Freeholder*; W. Gibbens, *Cornwall Standard*; P. C. L. Erney, *Prescott Messenger*; Geo. Mason, *Prescott Journal*; C. A. Styles, *Morrisburg Herald*; A. T. Wilgress, E. J. Payson, *Brockville Times*; W. J. Moore, M. C. Franklin, *Brockville Recorder*.



Big Meeting of Western Daily Publishers

THE largest meeting in the history of the Port Arthur and Prairie Section of Canadian Press Limited, was held at Regina on Monday, March 16. All but four or five of the daily newspapers in Manitoba, Saskatchewan, Alberta and Eastern British Columbia were represented at the meeting.

Several important matters affecting the news service and franchises were discussed.

John M. Imrie, Secretary of Canadian Press Association, was present and outlined several proposals of the Executive and Advertising Committees of the Canadian

Press Association and secured the opinions of those of the publishers present.

Regina *Leader* and *Province* entertained the visitors at luncheon and at dinner in the evening. One member figured up that the members had traveled a total of 18,000 miles to have 5 hours' discussion at the meeting.

The following is a list of those present: W. M. Davidson, Calgary *Albertan*; E. F. Boddington, Regina *Province*; W. G. Coates, Moose Jaw *News*; J. H. Woods, Calgary *Herald*; John M. Imrie, Canadian Press Association; A. J. N. Terrill, Medicine Hat *News*; J. W. Dafoe, Manitoba *Free Press*; W. R. Wilson, Edmonton *Capital*; W. L. Roblin, Winnipeg *Telegram*; C. A. Abraham, Winnipeg *Telegram*; W. F. Herman, Saskatoon *Star*; H. M. Hueston, Prince Albert *Herald*; G. M. Thompson, Calgary *News-Telegram*; T. J. McLay, Brandon *Sun*; M. R. Jennings, Edmonton *Journal*; J. A. Aikin, Saskatoon *Phoenix*; W. F. Kerr, Regina *Leader*; E. H. Macklin, Manitoba *Free Press*; J. F. B. Livesay, Secretary; W. Garland Foster, Nelson *News*; Thos. Miller, Moose Jaw *Times*; C. F. McIsaac, Brandon *News*; R. A. Godson, Edmonton *Le Courier de l'Ouest*; A. C. Hunt, Regina *Leader*.



D. M. MORRISON
President Bay of Quinte Press Association

Halton Press Association Elect Officers

THE Annual Meeting of the Halton Press Association was held in Milton, on Friday, February 27. The meeting was presided over by R. White, *Milton Reformer*, retiring president. Several matters of interest to the newspaper craft in Halton County were discussed. An interesting summer meeting is proposed, when the ladies of the members will participate.

The officers for the ensuing year were elected as follows:

President—E. A. Harris, *Gazette*, Burlington.
First Vice-Pres.—J. M. Moore, *Herald*, Georgetown.
Second Vice-Pres.—W. J. Fleuty, *Record*, Oakville.
Sec.-Treas.—G. G. Mitchell, *News*, Oakville.
Asst. Secretary.—R. Young, *Record*, Oakville.
Auditors.—H. P. Moore, *Free Press*, Acton; A. S. Forster, *Star*, Oakville.
Executive.—R. D. Warren, *Herald*, Georgetown; W. Panton, *Champion*, Milton; R. White, *Reformer*, Milton; J. Victor Coleman, *Free Press*, Acton, and the officers.

Parcel Post as a Creator of Advertising

Practical Ideas for Interesting Merchants—Some Sample Parcel Post Advertisements — What One Publisher Did With Christmas Ad Suggestions

THE introduction of Parcel Post on February 10 followed closely by the increase in the weight limit from 6 to 11 pounds opened up fully to retail merchants in the smaller cities and towns throughout Canada a field that could not previously be cultivated to any great advantage. Rural Mail Delivery, in a sense, placed local merchants at a greater disadvantage than before, for so long as delivery of parcels by mail from the mail-order houses in the big cities could be secured as cheaply as from merchants in neighboring towns, many rural customers were sure to be carried away by the lure of attractive catalogues and low prices. This unfortunate condition has been remedied by Parcel Post and now the local merchant has some encouragement for building up a modest mail-order business in his own locality.

The Welland Telegraph

Tuesday - Friday

Louis Blake Duff
Publisher

Welland, Ont.,
February 26, 1914.

Editor Printer and Publisher:

In the December number of Printer and Publisher a number of sample advertisements were given covering various branches of retail trade. The Welland Telegraph had all the advertisements set and proofs pulled bearing the name of the local merchant. The proofs were then submitted and every advertisement in the lot was sold. Every advertisement represented new business.

Yours faithfully,
Louis Blake Duff.

It is the building up of this business in which the newspaper publisher is interested. The merchant must be made to realize that the local newspaper, providing it has a reasonable circulation in the surrounding rural district and villages, is the best possible medium for developing the possibilities of Parcel Post. Some, it is true, have already commenced in an aggressive fashion to take full advantage of Parcel Post but there are many others who have not and to these the publisher must "sell" the proposition. To do this the interest and enthusiasm of the merchant must first be aroused. He should be shown what other merchants similarly situated are accomplishing. He should be encouraged to read the articles in his trade paper on how to create new business by Parcel Post. The publisher should also be well informed on all the regulations and privileges which are attached to Parcel Post and some have found it a good plan to distribute convenient rate cards and booklets containing such information. It would be better still, however, if a complete

schedule of rates and all data were printed occasionally in the newspaper itself. A list of the post offices within a radius of 20 miles would also be a good feature. An attractive way in which to do this would be to use a map of a portion of the province, showing the boundaries of the 20-mile radius by means of a heavy line. Such a map should be on a fairly large scale so as to permit of all the post offices being plainly marked. The map idea would familiarize both merchants and customers with the exact possibilities of Parcel Post in their particular district. It would make it real to them, and that is what is desired. This suggestion could be worked out so as to develop advertising for the paper. For instance, the rates and information, together with a short editorial about Parcel Post could be arranged in the centre of a page and the surrounding space devoted to advertisements. Advertising space on a page of this kind and on the opposite page also should sell readily and would be an excellent proposition for all live, wide-awake merchants. It would be appreciated by subscribers also, for it would be "news of merchandise" in a very special sense. The greater number of merchants advertising the better it would be for all.

It will be necessary in many cases, however, for advertising men to go to the extent of assisting in or actually preparing the copy and planning the campaign for individual merchants. Every publisher knows that much advertising space is partially or wholly wasted because there is no life, no enthusiasm and no logic in the copy and consequently it makes little or no appeal to the reader. The advertising man who is building permanent business must be concerned about the results obtained through using the medium he is selling. If satisfactory results are not secured it generally follows that the blame must be placed either on the medium, the goods or the copy—sometimes all three. The publisher can and should help in remedying the causes of failure to bring returns, whatever they may be. It is obvious that he should know his field and his medium thoroughly and be always on the look-out for means to improve his paper and increase its circulation and prestige. As a consequence, it will be of much greater value to his advertisers. But given a good medium and worthy merchandise, the essential must be furnished in attractive, pulling-power copy. In the case of Parcel Post advertising the advertising man on the newspaper can render valuable assistance in preparing copy that will possess the necessary qualities to sell goods by mail.

Some suggestions for actual Parcel Post copy covering various lines will be found on the insert opposite. These are intended to set forth the principal arguments that can be advantageously used in Parcel Post advertisements. An idea of what can actually be accomplished by making use of this copy over the names of local merchants is shown by the letter printed on this page from Louis Blake Duff, publisher of *Welland Telegraph*. What was done by Mr. Duff and other publishers in the case of the Christmas ad. suggestions can be repeated in the case of the sample Parcel Post advertisements printed herewith.

It is hoped also that the typographical display of the advertisements on this month's insert, as well as the copy used, will assist materially those publishers who are desirous of developing a greater amount of profitable Parcel Post advertising.

Bring Sutcliffe's Right to Your Door

WHAT could be more convenient for the homes of Essex County than the increase in the Parcel Post weight limit, which virtually brings the big Sutcliffe Store right to your door? And not only with the smaller articles, but anything desirable up to eleven pounds. Simply telephone or mail your orders and the goods will be delivered to you by the next delivery.

We Pay the Postage

No need to make a special trip to town, for you can shop quite as satisfactorily by phone or mail. You *know* the quality and value of Sutcliffe goods. You know the wide range there is to select from in every department. If your purchases are not entirely up to your expectations, return them prepaid and your money will be refunded immediately.

You run no risk of disappointment or loss when you shop at Sutcliffe's.

Sutcliffe's Limited

You can have any of these Whitewear Specials delivered right to your door first thing in the morning.

NIGHTGOWNS AND DRAWERS.

A Fine Cambric Nightgown, generously cut yoke and sleeves edged with dainty lace, slip-over style 75c

Slip-Over Gown, with hand embroidered yokes, exceptionally dainty piece of Whitewear\$1.50

Same Gown, but with deeper lace in yoke, and Kimona Sleeve 79c

Heavy Cambric Gown, with yoke of deep eyelet Embroidery, very effective\$1.25

DRAWERS, neatly made of good quality Cotton, frill of tucked lawn, pair 29c

Extra special drawer, cut in good full shape, deep torchon lace frill.....50c

PRINCESS SLIPS OF UNUSUAL VALUE.

Neat, well-made slip of good quality cotton, perfect fitting, skirt flounce of tucked lawn and yoke, and sleeves trimmed with mercerized torchon lace, all sizes, only\$1.00

Beautiful slip of fine Cambric, with effective lace yoke and lace frill 7 inches deep, inset with embroidery, perfect fitting, all sizes\$1.65

Princess slip, same as illustration, yoke of pointed lace insert, sleeves trimmed to match, flounce of extra embroidery, beautifully worked\$3.25

Just test the value and speed of this efficient service by sending your order through to-day.

Paris and New York May Create Styles, but—

We Create Values

Never in the history of Cupar have such remarkable values in Women's and Misses' Spring Suits been procurable. The styles themselves are exclusive, the fabrics most serviceable and the prices the most attractive ever offered the buying public of Cupar. Here are just two of the many new styles which we have marked down for to-morrow:

A Remarkable \$12.50 Suit Value

Made up in fine quality serges, gabardines, and brocaded cloths. Several of the latest styles, some finished with lace frills around collars and cuffs. Coats lined with splendid quality silk, tier skirts. Shades are black, navy, Copenhagen, midnight blue. Extra special value\$12.50

Extra Special Values \$14.50

Made up in superior quality serges, ratine, cheviot, gabardines and honeycomb cloths. These suits are the latest designs and made by the highest-grade tailors in the trade. In black, navy, and midnight blue. Specially priced, at\$14.50

We Pay the Postage

on all orders from out-of-town customers. No need to make a special trip to town to secure one of these beautiful suits. Simply telephone or mail your requirements and the suit will be sent to you by next delivery. And remember, you run no risk of disappointment. If the suit is not exactly to your liking return it prepaid and we will refund your money.

JAMES R. MYERS CO.
CUPAR, SASK.

Nails, Screws, Bolts, Rope, Whiffle-Tree Hooks, Bull Rings, Sweat Collars and a Hundred Other Necessities

JUST the little things you usually want in a hurry—and when you *do* need them you need them *badly*. The time it would take you to hitch up and drive to town and back may mean far more to you than it seems on the surface. That's just the reason we have adopted the Free Delivery of all goods by Parcel Post. To help you get what you want when you want it, and save you the inconvenience and delay of a special trip to town. Call phone No. 15 or mail your requirements. A nickel's worth of nails will receive the same prompt and careful attention as a ten-pound order. And remember, if you are not entirely satisfied with your purchase, return it to us prepaid and your money will be refunded gladly.

MORDEN'S HARDWARE

PHONE 15

You Don't Need to Live in Alvis-
ton to Secure the Benefits of this

SPECIAL SALE *of* SUMMER SHOES & BOOTS

Anyone within a radius of twenty miles can have these shoes delivered free to their door by to-morrow morning. Just pick out the style you like, phone us the size, and the shoes will be sent to you by next delivery, postage paid.

**\$3.00 and \$3.50 SAMPLE PUMPS
AND OXFORDS, \$1.99**

959 pairs "Empress" and "Queen Quality" Sample Pumps and Oxfords, in new, original and exclusive styles for summer wear, all the popular leathers. These are the shoes that enjoy the highest reputation, and are sold regularly at \$3.00 to \$3.50. Sizes from 2 to 4½. Special sale price\$1.99

**HIGH-GRADE BOOTS FOR
WOMEN, \$2.29**

A splendid collection of women's boots, in all leathers, including patent colt, tan Russian calf, gunmetal, vici kid and black, blue and grey suede. The lasts are new and popular, in button and laced styles. The soles are flexible, hand-turned and Goodyear welted. Sizes 2½ to 8. Reg-

ularly \$3.00 to \$4.00. Special sale price
..... \$2.29

**"CLASSIC" BOOTS FOR
MISSSES AND CHILDREN**

Selected patent colt, with dull kid tops and fine gunmetal calf, in button style, full, round toes, medium weight soles and comfortable low heels. Misses' sizes, 11 to 2\$2.15
Girls', sizes 8 to 10½\$1.95
Children's, sizes 4 to 7½, spring heels,
.....\$1.75

**BOYS' SCHOOL BOOTS,
\$1.89**

Made from strong box kid leather, in laced Blucher style, double solid leather soles. Sizes 1 to 5\$1.89
Sizes 11 to 13\$1.69

At the exceptional prices at which these distinctive styles are offered, they will undoubtedly be disposed of speedily. Therefore, if you want the best of the selections it would be well to phone or mail your order as early as possible.

JOHN BARTON & SONS
BOOTS AND SHOES OF QUALITY

Death of Pioneer Quebec Editor

Edgar Russel Smith, editor and proprietor of the *St. Johns News*, and one of the veteran journalists and publishers in the Province of Quebec, died at his home in St. Johns on March 12, following a long illness.

Mr. Smith was born in Philipsburg, in Missisquoi County, Que., in July, 1840, the son of W. W. Smith, in his day a well-known pioneer journalist of the Eastern Townships. He was educated at the St. Johns High School, and early in life became a member of the staff of the *St. Johns News*, which had been founded by his father in 1848. He mastered the whole newspaper business thoroughly, in its editorial, mechanical and business departments. On the death of his father he became the owner and editor of the paper.

Mr. Smith directed the *News* for over half a century and under his management the paper acquired a considerable influence throughout the Eastern Townships. Branching out, editions of the paper were issued for other towns, bearing the names of the localities they covered in their news, viz., *Magog News*, *Knowlton News*, *Richmond News*,

available for any newspaper in Canada. There was, he said, substantial backing for the *Evening News*, and it was the intention to produce the paper at an early date. For the present the plant of the *Daily Mail* would be utilized, but otherwise the *Evening News* would have a separate organization and a separate existence.

The refusal of the directors of the Canadian Press, Limited, to elect the News Company to membership was laid by Mr. Nichols, to Sir Hugh Graham, proprietor of the *Montreal Star* and controlling owner of the *Herald-Telegraph*, who, he said, did not want opposition in his field.

In outlining the newspaper situation in Montreal, Mr. Nichols said it had reached a stage, in which, while there appeared to be two English newspapers serving the evening field, there was, in reality, only one. One man with his allies commanded the situation so far as the English readers of afternoon newspapers are concerned.

"I have too high a respect for the Canadian publishers to believe for one moment," said Mr. Nichols, "that they will indorse the monopoly-making judgment that was rendered by the Canadian Press directors, and I have enough confidence in the Canadian courts to invite their decision if other measures fail."

Those present at the meeting of Canadian Press, Limited, were: J. F. Mackay, *Toronto Globe*, who presided; J. Ross Robertson, *Toronto Telegram*; J. E. Atkinson, of the *Toronto Star*; E. F. Slack, *Montreal Gazette*; C. Gordonsmith, *Montreal Herald and Telegraph*; and E. Norman Smith, *Ottawa Free Press*.



"Beck's Weekly" Reveals More Graft

EDWARD BECK, who wrote the special graft articles for *Montreal Daily Mail*, has commenced publishing a weekly paper which he calls "Beck's Weekly." The first issue appeared on March 20, and contained sensational revelations of graft in connection with civic affairs in Montreal. Ben Deacon is managing editor and Fred Edwards, formerly of the *Herald* staff, will write special feature articles.

Ald. O'Connell, one of those involved in the charges, issued a warrant for Mr. Beck's arrest, charging him with criminal libel.

Le Devoir states that the announcement given out some time ago to the effect that *Le Pays*, edited by Godfroi Langlois, was to be discontinued has now been denied, and that the paper will continue publication. It will be remembered that this is the paper which was placed under the ban by the Archbishop of Montreal.

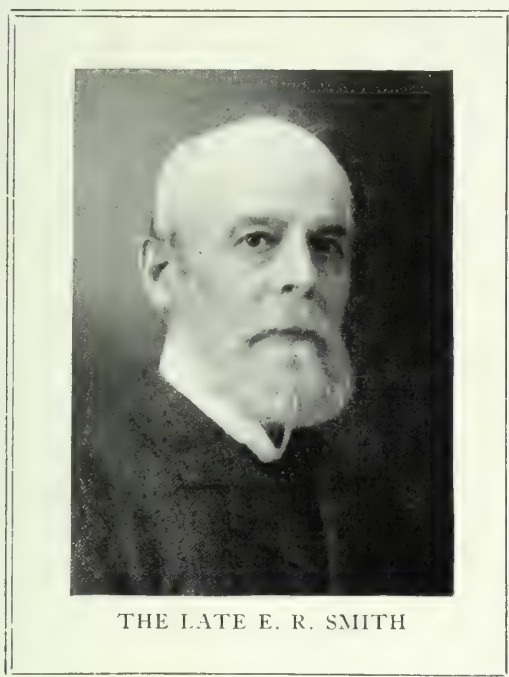
A new weekly named *Truth* is being published by Louis Larivee, of *La Patrie*.

The *Owl* has been changed from a weekly to a monthly.



Mr. Fielding to Edit Financial Daily

THE announcement is made that the *Montreal Journal of Commerce*, published by the Commerce Publishing Company, will shortly appear in daily form, but whether as a morning or evening issue is not decided. The chief officers of the new venture will be Hon. W. S. Fielding, president and editor-in-chief, and J. C. Ross, managing editor. The paper will be issued from the Reid Building, and will cover banking, insurance, stocks, bonds and other investments, railway and shipping news, manufacturing, wholesale conditions, company reports and all other general financial and commercial interests. Hon. Mr. Fielding confirmed the announcement in an interview in Toronto, in which he took occasion to deny the report that he would be connected with a proposed Montreal evening paper to be called the *Daily News*. Mr. Ross was formerly Montreal representative for *Toronto Globe*.



THE LATE E. R. SMITH

Bedford News, *Huntingdon News* and *Lachute News*. In 1908, the *St. Johns News* celebrated its sixtieth year of publication. Three years ago the firm of E. R. Smith & Son became a joint stock company, with E. R. Smith as president, H. B. Ames, M.P., vice-president, and G. Percy Smith, secretary-treasurer.

In 1897, Mr. Smith was elected president of the Eastern Townships Press Association.

Mr. Smith is survived by five sons and two daughters. C. Howard Smith, president of the Howard Smith Paper Mills Co., is a son.



Montreal Newspaper War On Again

At the meeting of the directors of Canadian Press, Limited, held in Toronto, on March 17, the application for membership and news service of *Montreal News*, the new evening paper to be brought out by Messrs. MacNab and Nichols, publishers of the *Daily Mail*, was refused. The *News* will, however, make its appearance shortly and Mr. Nichols is credited with the statement that it will be equipped with the best telegraphic and cable services

Is National Advertising Going Where It Ought To Go?

A Suggestive Article on a Highly Interesting Subject

By John C. Kirkwood.

Editor's Note

THIS article by Mr. Kirkwood, an ex-advertising agency manager, deals with a subject of very live interest to several classes of publishers, particularly the publishers of small city dailies and weekly newspapers. The question which is the subject of this article is not answered; rather is it asked to provoke discussion. PRINTER AND PUBLISHER will be glad to receive answers from publishers and advertisers with the idea of publishing in a subsequent issue a symposium of opinions on a matter of prime importance.

I

THE BUSINESS manager of an important Canadian morning newspaper said to me quite recently—"We morning newspapers have to fight for our lives. Advertisers seem to want the afternoon papers."

The publisher of a weekly newspaper said "What can we weekly newspaper publishers do to counteract the tendency of national advertisers to use the big city dailies?"

And a third publisher who is not in accord with the very obvious tendency of national advertising to drift in the direction of the big city dailies makes the interesting observation that the big city with great department stores is the very worst field for a national advertiser to cultivate with any diligence, since it is the most unproductive.

II

Each of the three men referred to above is an outstanding individual in the Canadian publishing world and in Canadian advertising circles, and each is out of tune with the existing condition of things.

As for myself I hold no brief for any particular class of publisher or for any class of advertiser. My supreme interest is in the broad subject of advertising—in all its aspects and applications, and I am interested, therefore, in this criticism—for it amounts to criticism—of national advertisers in their selection of media. It is not my purpose to inquire into the justice or otherwise of the implied criticism of national advertisers, but rather to give publicity to some views of some representative publishers, and to direct, it may be, a more acute attention towards a subject of very real concern to many a publisher and many an advertiser.

III

The publisher who said that the big city with great department stores was not a good field for the national advertiser had in mind the fact that the great department stores prefer to sell unbranded goods or goods bearing their own brands; that is, they are distinctly unfriendly to pushing the sale of nationally advertised goods. These big stores serve an immense number of people with an

immense amount of merchandise, the greater part of which is not branded. Again, these great establishments show a tendency to cut the price of nationally advertised goods. This fact puts the smaller dealer in an unpleasant position: he must sell at the cut price or else prejudice himself in the eyes of his customer; which circumstance makes him unwilling to stock advertised goods on which prices are cut. That is, the national advertiser meets with a double opposition—that of the big store and that of the small dealer. The point was also made in this connection that already in Canada the great department stores are becoming wholesalers, thus entering into direct competition with firms making or selling advertised lines. To the extent that the big store is successful in selling retailers, to that extent does it injure the business of national advertisers.

The question is asked—If it be true that the big stores in the big cities are interfering with the sale of nationally advertised goods, is a national advertiser wise in devoting his principal or any considerable effort to capturing the trade of the big cities? Which, expressed otherwise, is the same as asking, Should the national advertiser use the big city dailies as much as he is now doing?

IV

The publisher of a morning paper with a large provincial circulation declares that his medium is better for national advertisers than an afternoon paper with a concentrated local circulation, and he has arguments to support his contention. Yet he sees the afternoon papers getting more national advertising than the morning papers are getting.

The weekly newspaper publisher points out that the number of big city dailies subscribed to or sold in his community is absurdly small when compared with the number of copies of his own weekly bought and read in that community. One publisher of a weekly newspaper brought home this fact to a manufacturer in his own town who was conducting a national advertising campaign. The commodity was underwear and sweaters. The local publisher had been more or less instrumental in getting the local manufacturer to take up advertising, and he was the more chagrined, therefore, when he saw this manufacturer using only daily newspapers. He said to him: "Here's my paper reaching 2,000 families right in the very community where your goods are made, yet you are not reaching 1 in 50 of them through your advertising in the dailies"—and he "rubbed it in" that this manufacturer was making a great mistake in ignoring the weekly papers with their ability to cover the country very thoroughly—much more thoroughly than do the big city dailies. "By George, you're right," was the manufacturer's reply, but such history as I have does not tell the sequel to this conversation.

In a certain weekly newspaper which came into my hands a few weeks ago—a paper with a declared circulation of over 5,000 copies and published in one of the best districts in Ontario—there was not a single line of national advertising except patent medicine advertisements. There were six of such advertisements—all of the "reader" class.

The publisher of a small city daily said to the manager of an advertising agency "For G——'s sake, send us business"—his way of saying that his paper was being passed over by national advertisers. And what this publisher said out loud, many another publisher of a small city daily is saying in his heart.

The publisher of a farm paper said—"The farmers of Eastern Canada are the only class to-day not adversely affected by the present financial conditions. They are receiving top prices for nearly everything they have to sell, and they have to buy very little in the line of food-stuffs. With respect to other things they are enjoying the opportunity of getting them at very low prices indeed. Moreover the farmer is becoming more and more citified all the time in his habits and in his desire for the comforts and conveniences of life. Yet do you think that I can convince the average national advertiser to use my medium? He's all 'gone' on daily newspapers."

The religious press of Canada has always appealed to me as an excellent class of media for a national advertiser to use, yet national advertisers use this class of publication but very little. I asked a publisher of a religious weekly why this was so, and his explanation is that advertisers distrust the circulation figures of religious papers

V

In the United States the passing over of the smaller dailies and of class publications, and the virtual contempt on the part of national advertisers for certain classes of fields, have evoked a practical protest which is taking the form of co-operative advertising in such publications as *Printers' Ink*. In a recent issue of *Printers' Ink* are three co-operative advertisements: nine farm papers unite to attract the attention of national advertisers to farm papers as a class of media and to themselves individually; 42 daily newspapers published in ten southern States combine in an effort to "boom" the South and to accentuate their own identity; six medical newspapers published in five cities unite to emphasize the importance of the medical press and to focus attention on themselves. In the United States the truth of the saying, "the worm will turn," is being exemplified. Why should not the worm turn in Canada in a similar way?

VI

In Canada where a small population is diffused over an enormous territory; where the problem of distribution is often a perplexing one, and where advertising appropriations are small, national advertisers are met with a situation that does not exist in the United States or in Great Britain. A national advertiser so-called is confronted with two choices: one to spread his advertising campaign very thinly over all the territory in which his goods are sold; or else to concentrate his advertising effort on a given territory or area. Usually, he decides to do extensive rather than intensive advertising. This being the case, he is compelled to touch only the "high spots" in his campaign, which means the employment of a few media and these of large circulation and circulation more or less diffused. This means the use of a few nationally circulated media and of the big city dailies. When he looks at the various big city dailies, he is confronted with a great difficulty—which will he use of the three or four or six good papers published in each of these cities? Shall he use the morning or afternoon papers? Shall he use the papers with large local circulations or those with large provincial circulations? And he knows that no matter what selection he makes, he is not "covering" the field.

When an advertiser omits from his list certain media or certain classes of media it doesn't follow that he is discriminating against them or condemning them. It usually means that his advertising appropriation is sadly insufficient for his purposes; and it may mean that he is not following the best plan of procedure—that it might be wiser for him to do territorial rather than national advertising.

VII

Speaking for myself I say very positively that national advertisers in Canada as a class have much to learn with respect to how to advertise and what media to use; that they themselves haven't solved their own problem and that the publishers of Canada haven't solved it for them. I want to say that it is "up" to the publishers with space to sell to educate the national advertiser with respect to their own media and to local territorial conditions; and when I say national advertiser, I include his advertising agent. To sell his own paper to an advertiser or to an advertising agency, a publisher must know his field and his constituency of readers inside out, and he must give advertisers this knowledge. The attitude which says "Let advertisers and their agents find out for themselves whether my paper is a good medium, and whether this field of mine is likely to repay cultivation" is wholly wrong, yet it is the prevailing attitude.

Whether a publisher should do more than interpret his medium and his field—whether he should do as much as Findlay of the *Ottawa Free Press*, Parkinson of the *Ottawa Journal*; and Hutchinson of the *Regina Leader* have done—is for the publisher himself to say. Only let it be said that these three men have proved to their own complete satisfaction that it has paid them in good coin of the realm to do all they can for those whose advertising they have and for those whose advertising they desire.

VIII

There is a scriptural truth which affirms that to him who hath shall be given and that he shall have more abundantly; and that from him who hath, yet useth it not, shall be taken away that which he hath. And so to the big city daily with its aggressive policy has been given much advertising and it is prospering. To the publishers of many small city dailies; to the publishers of the great majority of weekly newspapers, and to the publishers of some of the religious papers, little is being given and what they have is being taken away. This is in accordance with a just law—a law that works out to the advantage of those who keep it and to the hurt of those who break it.

Let the publishers of papers who are not getting all that they want in the way of national advertising go after this class of advertising as diligently and as deservedly as the publishers of the big city dailies, and they will share with the publishers of the big city dailies the rewards that enlightened and faithful effort never fail to yield. Mere asking for business is not sufficient; neither is mere diligence. It is a case of "show me." Throw light on your paper, on your circulation figures, on your field, and you will find that advertisers will use your medium. But let a publisher be lethargic, despondent and recumbent, and the chances are that his paper will carry very little national advertising of the best sort, and that this will shrink until it reaches the vanishing point.

IX

Is National Advertising going where it ought to go? What's the answer?

Standard Contracts for Recognized Agents

Important Task Accomplished by Advertising Committee of C.P.A.
—Will Remove Causes of Friction Between Agents and Publishers

PUBLISHERS who hold membership in Canadian Press Association and indeed all newspaper publishers in Canada have good reason for congratulation upon the success which has attended the efforts of the Advertising Committee of the C. P. A. in securing the standardization of the form of contract used by recognized Canadian advertising agents. The standard form shown below has already been accepted in writing by the following agents:

Ads Limited, Toronto.

Baker Advertising Agency, Limited, Toronto.

Canadian Advertising Agency, Limited, Montreal.

Cattanach Advertising Agency, Limited, Winnipeg.

Dean. E. Sterling, Advertising Agency, Toronto.

Desbarats Advertising Agency, Limited, Montreal.

Financial Advertising Co. of Canada, Limited, Montreal

Gagnier Advertising Service, Toronto.

Hamilton Advertisers' Agency, Limited, Hamilton.

Imperial Publishing Co., Halifax.

MacPherson-McCurdy, Limited, Winnipeg.

McConnell & Ferguson, London (conditional).

McKim, A., Limited, Montreal.

Norris-Patterson, Limited, Toronto.

Rowlatt F. Albany, Toronto.

Thompson, J. Walter, Co., Limited, Toronto.

It is confidently expected that all other recognized Canadian agents will agree to adopt this standard form in the near future.

The achievement of the Advertising Committee of the C. P. A. is all the more noteworthy when it is known that

the negotiations leading up to its ultimate accomplishment have covered a period of nearly two years and have been fraught with many difficulties. The difficulties encountered and the time consumed as a consequence were due to the fact that the objections and opinions of each of the twenty-three recognized agents had to be considered and dealt with and all finally moulded into one standard form. In addition to this, of course, some compromises had to be made by the agents on the one hand and the newspaper publishers on the other, and as a result the standard form which was ultimately agreed upon is not ideal from the publishers' point of view, but it is vastly to be preferred to the multiplicity of forms that have been in use up to the present time. In the past there has been no attempt at agreement in the various conditions printed on the 23 forms in use by 23 different agents. This has resulted in much friction between publisher and agent, that should be entirely absent in the future. Instead of having to scrutinize carefully the lengthy and complex conditions on each and every contract before accepting it, the publisher will now know at a glance whether or not the form sent him is the standard. If the contract for any client requires a special condition not covered by the standard conditions, it may be entered in the blank space in the body of the contract. In such case it will be at once apparent to the publisher and no misunderstanding can possibly ensue.

The standardizing of positions is another benefit of the standardizing of the contracts of recognized advertising agents. The standard form of contract provides for seven

NAME OF AGENT	
MEMORANDUM OF AGREEMENT FOR ADVERTISING No. DATE 19	
(Made in Duplicate)	
..... hereby agree	
with the publisher of	
(Name of paper and place of publication) (Issue)	
to use space in that paper as described below to advertise the regular business of	
for which we agree to pay \$ gross	
(less agent's commission of per cent.)	
The total space specified above to be used within twelve months from date of first insertion.	
Accepted	19
Signature of Publisher	Per Agency

This copy to be retained by Publisher.

This is the standard contract adopted by Advertising Agents recognized by Canadian Press Association.

standard positions, each of which is given a distinctive standard number. Thus a given position will be designated by the same number by all recognized advertising agents using the standard form. This will be of great assistance to the publisher in following the instructions of an agent regarding position, and will greatly reduce the possibility of error in the giving of positions.

It is a matter for regret that the conditions of the contract do not include a clause providing for payment at regular card rates in case the total space contracted for is not used within the time specified. The advertising agents took the position that as many publishers are not in the habit of short rating they did not wish to invite it by the inclusion of such a clause. The absence of this clause does not, however, prevent publishers from short rating when the circumstances warrant it but it would seem as though the agents would not bind themselves to pay short rates in all cases until a much larger number of newspapers than at present demand their rights in this connection.

The standard form will be used in duplicate, both copies being forwarded to the publisher, one to be signed by him and returned to the advertising agent and the other to be retained. Thus both parties to the contract will have on his files an identical copy of the binding agreement entered into.

Several of the agents have already commenced using the standard form. The others will commence as soon as their present supply of old forms is exhausted. Thus the beneficial results arising from the standardization of contract forms will be more apparent in the course of a couple of months than at present.

Not only does the achievement itself reflect credit upon the Advertising Committee and the Secretary of Canadian Press Association but the amicable manner in which negotiations have been conducted between the representatives of the Association and the recognized advertising agents is also a matter for congratulation. The agents too have helped materially by the spirit of co-operation in which they have met the Advertising Committee and the Secretary in the many conferences that were found necessary before a satisfactory conclusion could be reached.

The standardization of contract forms should go a long way toward removing the sources of friction and misunderstandings which have arisen in the past between advertising agents and publishers.



The Newspapers of Fort William

THE TWO Fort William papers, the *Morning Herald* and the *Times-Journal*, are being published under an arrangement that is perhaps unique in the annals of Canadian journalism. Both are now issued from the same office, the same press and mechanical equipment being used in the production of each. D. Smith, who is the father of the newspaper business in Fort William, is manager of both papers. Despite these close relations, however, both papers are separate and distinct enterprises and have nothing in common except the arrangements for publishing referred to, which are maintained for economical reasons only and may be terminated when desired by either paper. The *Times-Journal* is owned and published by the Superior Printing Company and its contemporary, The *Morning Herald* by the Central Canada Printing Company. D. Smith is a shareholder in

both companies. These explanations regarding the relations existing between the two Fort William papers will serve to remove the erroneous impression prevailing in some quarters that the *Morning Herald* has been taken over by the *Times-Journal*.

The publishing of both papers under one roof made necessary considerable alterations and additions to the building and plant formerly used solely by the *Times-Journal*. The building has been almost entirely re-built, giving a large editorial room at the back of the building. It was formerly at the front. The newsroom is now upstairs in the quarters formerly occupied by the job printing department. The latter has been moved to a two-storey separate building on North street, where a most up-to-date job plant and bookbinding department has been installed.

A most modern Hoe press, with a capacity of 24,000, 32-page papers an hour has been purchased, and a new



D. SMITH

Manager of Fort William Times-Journal and
Fort William Morning Herald

stereotyping outfit, equipped with all new devices. The press will be in running order about May 1.

The newsroom has been completely re-furnished. Special lights that throw no shadow, are of great benefit to the workmen. The typesetting equipment consists of three linotypes and five monolines, but it is the intention to replace the latter with more modern machines in the near future.

The success of both papers must be attributed largely to D. Smith, who is a thorough newspaperman and has piloted both papers since their inception. The *Times-Journal*, which is one of the few independent dailies in Canada, was established in 1886. Mr. Smith has witnessed the evolution of the paper as it passed from the stage of village weekly to town tri-weekly and finally to city daily. It has grown up with the town and now there is ample room for two flourishing newspapers and both the *Times-Journal* and its more youthful contemporary are enjoying an era of well-deserved prosperity, both in circulation and advertising patronage.

DOLLAR DAY

"The Greatest Economy Event of the Year"

DOLLAR DAY

A Shopping Event that Creates Profitable Advertising

Indorsed by Merchants, Public and Newspapers—How it has Worked Out in Ontario Towns and Cities



IN MANY Canadian towns and cities "Dollar Day" has become an institution—just as important a day to the communities holding it as are many public holidays. But it is unlike most holidays because instead of business giving way to celebrating and fun-making, Dollar Day is a combination of business and pleasure. It is a time when the merchants are busiest and are glad because they are busy, and when the citizens make their most extensive and most important purchases, and they also enjoy it all because of the novelty and the crowds and the sight-seeing and most of all the practical savings to be effected on this day of all shopping days.

DOLLAR DAY HAS COME TO STAY.

And so it is no wonder that Dollar Day has come to stay. The towns and cities that have given it a fair trial want to make it an annual or semi-annual event, and other places that were at first somewhat skeptical as to its value are now coming to appreciate its practicability, and publishers, merchants and the buying public are joining the ranks of the enthusiasts.

THE MERCHANTS LIKE IT.

It is no wonder the merchants like it. Dollar Day to them is an occasion when their advertising brings such results as justify their expenditures many times over. It is a time for clearing odd lines and left-over goods. It is an opportunity for devising ingenious bargains and methods of advertising them. No matter what line of business a dealer is engaged in, there is always a way in which he can make use of Dollar Day. It is a time when the country folk drive in for miles around and in some cases make purchases for many months ahead.

SO DOES THE PUBLIC.

The public like it, too. Their curiosity is aroused—their interest in the big shopping festival is awakened—they desire to purchase some of the goods advertised in the newspapers—and they come. They come from the north, the south, the east and the west—on trains and radials, others in horse vehicles and still others on foot—all bent on one purpose, to see and be convinced and to save money by spending it. Of course the townspeople are enthusiastic about the event from the start. Many of them, if they have not participated in a Dollar Day before, have at least heard of it, and they quickly decide that the occasion is no ordinary one.

FROM THE NEWSPAPER'S POINT OF VIEW.

What about the newspaper's place in the Dollar Day program? One thing is certain—without the newspapers

there could not be a successful Dollar Day. It does the real work. If Dollar Day is to be a success, the newspaper must take hold of it in a vigorous manner—the merchants must be inspired with the spirit of co-operation, and the public must be enthused. The first depends upon the organizing ability of the publisher or his advertising manager—the second upon the right kind of advertising.

CALL A MEETING OF THE MERCHANTS.

The wise publisher will consult the merchants before deciding definitely upon a date for the holding of Dollar Day and to do this a meeting should be called—by special invitation—of all interested. Not only will it be found that the business men can and will offer good suggestions, but their interest in the scheme will be greatly increased and when the time comes they will sign up contracts for special advertising much more readily.

It is best, however, for the publisher to approach the merchants with a well-defined and complete plan of action—otherwise controversial discussion will result. This can be done by gathering facts and figures of what has been done in other places, coupled with a good reserve of suggestions for individual merchants. In other words the meeting of merchants must be convinced that the newspaperman knows what he is talking about. If that much is accomplished the rest is easy.

The newspaper should furnish banners and other advertising for display inside and outside the stores. Not only will this attract larger crowds and increase sales, but the gala day appearance of the town will be remembered and the next Dollar Day will benefit as a result.

A number of papers have been quite successful in offering prizes for lucky tickets, rewards for the capture of "the mysterious Mr. Dollar," and other ingenious schemes.

WHO SHOULD PAY FOR GENERAL ADVERTISING?

In addition to furnishing banners, window cards, and looking after details generally, the newspaper must devote considerable space for some time prior to Dollar Day to general advertising, both display and reading matter. The public must be told what Dollar Day is, how it has worked in other places, the advantages to them, etc.

The almost phenomenal success of Dollar Day and the fact that such success must be attributed wholly to the efforts of the newspapers handling the scheme, brings up the question of whether the merchants ought not to pay for this general publicity. A lesson might be learned from Calgary *Herald*, which charged the merchants participat-

ing in their big Shopping Festival 5% extra for advertising space in order to reimburse them for the expense of general advertising. It would certainly seem reasonable to make some charge for this special service and it is likely a number of papers will do so, now that Dollar Day has become an established institution.

Second Annual Dollar Day at Brantford

"A BIG SUCCESS" were the words used by W. B. Preston, business manager of Brantford *Expositor* in describing that paper's Second Annual Dollar Day, held on Thursday, January 29.

The best feature of "Dollar Day" from the newspaper's point of view, is that it will stand repeating from year to year. Credit must be given Brantford *Expositor* for inaugurating this big selling festival idea over a year ago. The event was reported in *Printer and Publisher* and the plan appealed so strongly to a number of publishers that "Dollar Day" is now established as an annual shopping festival in a dozen or more Canadian cities.

The merchants of Brantford entered into the campaign this year in a very enthusiastic fashion, having profited greatly by their experience of the year before and knowing just how to proceed. Some remarkable bargains were produced as "leaders" by a number of the stores and one would think to read the advertisements that there was no end to the buying power of a dollar bill. Many articles worth up to \$5.00 and some worth much more could be bought for the one day only at \$1.00 each.

The response from the residents of the city and surrounding district was more than satisfactory. Special bonuses were given by the merchants and a coupon contest was conducted by the *Courier*. "The Mysterious Mr. Dollar of the *Expositor*" also created considerable interest, and a reward of \$10.00 was paid by the paper for his capture.

Although the scheme was planned and carried out largely by the *Expositor*, its contemporary, the *Courier*, was called upon to carry considerable extra advertising and both papers received a great deal of additional business as a result of the campaign. Altogether Brantford's Second Annual Dollar Day was a "big success" for all concerned.

Success of Woodstock Dollar Day

Saturday, February 21, was a record day in the history of retail merchandising in Woodstock. The co-operation of local merchants under the direction of an enthusiastic and energetic newspaper were responsible for a Dollar Day shopping festival that surpassed the most sanguine anticipations. Here is what W. J. Taylor, of the *Sentinel-Review* says of it:

"Dollar Day was a huge success in Woodstock—much greater than either the merchants or we ourselves anticipated. The dry goods, clothing and haberdashers, and boot and shoe stores practically all did a business larger than on the Saturday before Christmas, which is generally conceded to be the best day in the year. The hardware, drug, book and fancy goods and furniture dealers, speaking generally, did about double the business they would have done on an ordinary Saturday at this time of the year. The groceries and meat shops all had a much larger day's business than they would have had otherwise, and there were more farmers in town on 'Dollar Day' than on the Saturday before Christmas. The day was so successful that the merchants are determined to hold a 'Dollar Day' twice a year in future."

Guelph Herald and Mercury Co-operated

That it is practicable for two or more papers in a city or town to co-operate in conducting a "Dollar Day" for the merchants, is evidenced by the experience of the two Guelph papers in handling the event there on February 19. Here is what W. Simpson, of Guelph *Herald* says of Dollar Day:

"Dollar Day in Guelph was pronounced by the merchants co-operating, to be a huge success. Although there were only ten days to advertise the event, great crowds were on the streets early in the morning, awaiting admittance to the many stores offering Dollar Day bargains. Many of the merchants report record business, and although a large number were skeptical in the first place, they are now convinced that Dollar Day is a good thing.

"The *Herald* first introduced the Dollar Day idea to the merchants a year ago, but it was then considered too late in the season. This year the *Herald* and *Mercury* co-operated, and the merchants are well pleased with the result. It will probably be an annual event in Guelph."

Big Success in Peterborough

The Peterborough *Examiner* conducted a successful Dollar Day for the merchants of that town on Saturday, March 14. The advertising columns were well patronized and resulted in bringing crowds of buyers into the town.

Some idea of how Dollar Day is viewed by the merchants may be had from the following letter written to *Bookseller and Stationer*, by a reader of that paper in Peterborough. It is gratifying to notice that the writer wisely attributes his big day in wallpaper to plenty of newspaper advertising. Here is the letter:

Editor, Bookseller & Stationer, Toronto.

We notice in last month's issue that our good friend Charlie Nelles, of Guelph, sold 80 Rooms of Wallpaper on Dollar Day in his city, but we can go Charlie one better and think if he had probably advertised his specials a little more he would have had better luck, as with very little effort we sold 175 Rooms on our Dollar Day on March 14th.

We might say that at first we were not very much in favor of Dollar Day, but now we think it is a splendid thing for the merchants and we hope it will be an annual affair.

Yours truly,

TREBILCOCK BROS.

Dollar Day a Good "Repeater"

No better testimony to the worth of a proposition can be found than that it will stand repeating. This is true of Dollar Day—it improves on closer acquaintance. The following is an extract from a letter from Jas D. Clarke, *Galt Reporter*:

"The advertising for Galt Dollar Day on February 26 was very satisfactory from our standpoint. We have run the Dollar Day scheme several times before, and may state that the results have been satisfactory in every case. It induces the merchants to use extra space, and, in addition to the increased advertising revenue, impresses upon the merchants the fact that you are willing to co-operate with them, and that advertising brings results. This educational work more than offsets any expense there may be in connection with advertising Dollar Day."

The Patron Saint of Dollar Day

Tuesday, March 17, was the day selected by the newspapers and merchants for Dollar Day in Wingham and the public were exhorted to "Combine business with pleasure and be in Wingham on St. Patrick's Day." Both the *Times* and *Advance* carried a large amount of extra advertising and the day was a big success. In the way of general advertising the *Advance* printed an interesting poem, the last verse of which reads:

Come in spite of wind or weather,
Just as early as you can,
Have your work all done on Monday,
So that naught can spoil your plan,
And surely bring your dollars,
The dollars old and gray,
The false and fickle dollars
That lead us all astray;
The worn and weary dollars,
The shy and sheery dollars,
We want all kinds of dollars
On Wingham's Dollar Day.

Prizes were given to the farmer bringing the largest number of persons in one load, for the best teams of horses in several classes, to the oldest lady, etc.

H. B. Elliott, publisher of Wingham *Times*, says:

"Dollar Day in Wingham was one of the best things that has ever happened in the town. The business men in all lines were brought together in a manner that has never before been the case in my 26 years in the town. A permanent organization has been established to be known as the "Wingham Business Men's Association" and this is the result of getting together to arrange for "Dollar Day."

"Merchants who have been here from 5 to 20 years tell me they never before had a better day's business than was the case on Dollar Day."

Other Dollar Days

Paris and Brockville both selected Tuesday, March 24 as Dollar Day. Ingersoll celebrated on Saturday, March 7, and St. Catharines on Thursday, March 19.



Edmonton to Publish Municipal Gazette

WILLIAM J. McNamara, who became mayor of Edmonton early in January, is at loggerheads with the *Journal* and the *Bulletin*. He has declined to be interviewed by the city hall reporters for the publications mentioned, charging them with deliberately misquoting him. The editors are standing by their men, challenging the mayor to point to a single mis-statement. So far Mr. McNamara has not taken up the gauntlet.

He has, however, succeeded in getting a motion through council for the establishment of a municipal gazette, to be published weekly and to contain verbatim reports of all meetings of civic bodies. Mayor McNamara estimates the cost will be about \$18,000 a year. The publication will be distributed free of charge to ratepayers. There will be no commercial advertisements. Leonard W. Brockington, formerly a newspaper writer and latterly a clerk in the commissioners' offices, is slated for the editorship of the new publication. The salary will be \$175 a month.



There is a strong national organization of publishers why not a strong national organization of printers? The question will be thoroughly discussed at the Cost Congress at Toronto in April. Are you coming?

Imperial Press Conference, 1915

THE Committee in charge of arrangements for the Imperial Press Conference has decided to hold the Conference in 1915 instead of in 1914 as at first proposed. This decision was arrived at as a result of consultations with the Dominion Government and a full consideration of all the measures necessary to be taken in order that the Conference may be a great Imperial event. An official invitation, signed by Hal. B. Donly, president of Canadian Press Association, and Sir John Willison, chairman of the Committee, has been forwarded to the Empire Press Union. An effort will be made to secure a full representation from Australia, New Zealand and South Africa as well as from Great Britain.

Keen interest in the Conference is being shown by the Government of British Columbia. The suggestion has been made, and is strongly supported by Sir Richard McBride, that the Conference be held there, and that the delegates become the guests of the Province. It is doubtful if this proposal can be fully entertained, although it is recognized that questions affecting the Pacific are of growing importance.

The understanding at present, however, is that, if practicable, the delegates are to be landed at St. John or Halifax, and entertained at Quebec and Montreal. The actual Conference is to be held at Ottawa, and is to be followed by visits to Toronto and the Niagara Falls, and by a journey across country to British Columbia. The Dominion Government will earnestly co-operate with the Press Committee in order to insure the success of the Conference and the adequate entertainment of the delegates.

A meeting of the Committee will be held at Toronto in June, at the time of the annual meeting of Canadian Press Association, at which time further details will be arranged. It is possible that a committee of publishers in Western Canada will be appointed to act in conjunction with the present committee, and make arrangements for the entertainment of the delegates during their visit to the Western Provinces.



Late Sir George Ross as a Newspaperman

LIKE many other men occupying high positions in provincial or national affairs, the late Sir George Ross at one time in his career wielded the editorial pen and directed the destinies of a newspaper.

In 1867 Sir George was editor of *Strathroy Age*, and later occupied the same position on *Seaforth Expositor*, of which paper he was for a time part owner.

For the past fifteen years the late Senator was a member of the board of directors of the Globe Printing Co., publishers of the *Toronto Globe*. At a meeting of the Board on March 9, resolutions were passed expressing the sense of loss felt by the members of the Board and sympathy with Lady Ross and members of the family.



"The Kansas Editor a New Publication"

VOLUME ONE, Number One, of "The Kansas Editor" has been received. It is published by the Department of Journalism of the University of Kansas and is devoted to newspaperdom in the state. It is full of ginger-up stories and live news, and is well printed on good paper.



Recognition Withdrawn

Canadian Press Association has withdrawn the recognition extended to Dominion Advertising Co., Limited, Toronto.

NEWS OF PRINTERS' ORGANIZATIONS

ANNUAL BANQUET OF WINNIPEG PRINTERS.

The Winnipeg Printers' Board of Trade annual banquet and ball was held at the Royal Alexandra hotel, Tuesday evening, March 10, 1914, at which time 126 printers, their wives, sweet hearts and daughters gathered together for a general social evening. We met in the parlors of the hotel, and at 7.30 proceeded to the dining-room, where a sumptuous feast was served.

After the menu our President, Geo. H. Sauls, gave a few remarks, introducing in a humorous address the speaker of the evening, Prof. W. F. Osborne of Manitoba College. Prof. Osborne spoke on optimism and pessimism, and the spread of optimism and pessimism from a very small start, illustrating with incidents in his own life how pessimism in a remark would carry a long way before it reached its final conclusion. The subject was very interesting, and was thoroughly enjoyed by all those there. After Prof. Osborne's address, A. Phillips rendered a vocal selection, after which we adjourned to the parlors where we were entertained with vocal selections by Mrs. Kingdon Faulkner, Mrs. Pringle, and Miss Jean Pollard, after which dancing and cards filled in a very enjoyable evening, the party breaking up about one o'clock. J. D. Mallowney, Sec. of the Minneapolis Typothetae, was the only out-of-town guest. Letters were read from nearly every allied organization expressing their regret at their inability to attend our banquet and ball.

The fiscal year of the Winnipeg Printers' Board of Trade ends March 31, and the annual election of officers will be held some time in April.

ALVIN S. DUNBAR.

TORONTO BOARD ELECTS OFFICERS.

The annual meeting of the Graphic Arts Board of Trade of Toronto was held in the Board Rooms, Confederation Life Building, on Friday, March 6.

The manager, Daniel Baker, reported that nearly 3,000 estimates had been made and checked during the year ending January 31, 1914, and of this number a reasonable proportion had been secured by Board members. The cost and estimate classes had been well attended during the winter months, the average attendance being 20, with a registration of 30 to 35. The credit and collection bureau was now in good running order, but was not so generally used as was desirable. The manager also reported

a slight gain in membership during the year. The report of the treasurer showed the finances to be in a healthy condition, with a small surplus at the close of the fiscal year.

The election of officers resulted as follows: President: C. James, Lyon & James; Vice-President: C. P. Cummings, R. G. McLean; Treasurer, F. N. W. Brown, Brown-Searle; Executive Committee (one representative from each of the following firms): Brown-Searle, Business Systems, Atwell Fleming, S. R. Hart & Co., Lyon & James, R. G. McLean, Southam Press, College Press.

WHAT THE WINNIPEG BOARD IS DOING.

The Winnipeg Printers' Board of Trade recently organized a campaign for keeping work in Winnipeg, and sent out 1,100 letters to a select list of Winnipeg business firms, drawing attention to the large numbers of printers in business in Winnipeg, and to the fact that fully a million dollars' worth of printing is sent out of the city each year, which should be placed with home printers. About 150 replies were received expressing sympathy, in many cases the writers stating that it was simply an oversight or neglect that their work had been sent out of the city. Good results are expected from this campaign.

Mr. Kennedy, secretary of the Winnipeg Retailers' Association, wrote to the Board pointing out that there were several firms of

outside printers operating in Winnipeg, who had not paid the \$200 business tax. To have this city by-law enforced was the first step this body proposed to take in the interests of printers and lithographers. He asked the Board for a list of outside firms doing business in Winnipeg who are not paying this tax. He also urged that printers join the Retailers' Association individually, and much benefit would accrue.

The Winnipeg Boys' Club Herald appears this week for the first time in printed form. The magazine, which is a 12-page octavo booklet, is produced by the boys in their spare time, the editing, type-setting and presswork being all done in the club rooms under the direction of the Printers' Board of Trade of Winnipeg. A history of the Boys' Club movement in Winnipeg is given and the doings of the different departments are chronicled, while original comments in true boy style are added.

John M. Inrie, Secretary of Canadian Press Association, attended the weekly luncheon of the Winnipeg Printers' Board of Trade on March 19, when he spoke for a few minutes on the Canadian Printers' Cost Congress to be held in Toronto in April, urging those present to attend. He touched on the various subjects to be handled, pointing out how they could be of benefit to Winnipeg printers.

The Board are figuring on giving an exhibition of printing at the Industrial Exhibition next summer, taking the equipment necessary from various plants throughout the city. Advertising literature will be printed and given away. George H. Sauls, of Sauls & Pollard, is a director of the Exhibition Committee, and is looking after this proposition.

PRESENTATION TO EDMONTON MANAGER.

Tuesday, March 3rd, 1914, the Edmonton Master Printers held their monthly banquet in their rooms, 28 being present. A. R. Richardson, supt. of the city technical school, addressed those present on the work being done under his supervision, and asked the Association to aid him in his work in the printing department by giving lectures about once a week, a different printer addressing the pupils each time.

After his talk, a presentation was made the manager (his birthday being the day before), in the shape of a full-bred, highly pedigreed brass-back cockerel (the manager has the chicken fever and wants to start a poultry farm, and the Association wanted to give him a start). The presentation caused much merriment, and of course the manager had to reply to the presentation speech, but before the laughter had died out another member arose and presented the manager with a complete set of cuff buttons, stick pin and signet ring, all bearing his initials (R. S. V. P.) and the engravers not wishing to be left out, Mr. McDermid then presented the manager with an electric cigar lighter. It was up to the manager then to take another view of the situation, and make an effort to utter a few fitting remarks, but this he did not accomplish, for he was "too full for utterance," however the members all know that he appreciated the tokens of affection, and will ever think of those that were always thoughtful and kind to him during his sojourn in Edmonton.

R. S. VAN PELT.

NEWS FROM VANCOUVER.

THAT newsy little magazine, *The Print Shop*, issued by the Vancouver Printers' Board of Trade, continues to make its monthly visits and appears to be improving with each issue. Among other interesting departments is one called "Know Your Costs," wherein each month the question of cost of producing one or more jobs, based upon given specifications, is taken up in detail.

H. P. Hodges, manager of Kamloops *Inland Sentinel*, offers, through the *Print Shop*, a prize of \$10 to the apprentice submitting the best displayed half-page advertisement (18x23 ems).

The February meeting of the Board, held on the 19th was fully up to the standard of previous gatherings. There was a good attendance, and all present enjoyed the evening immensely. In the absence of the President, the Vice-President, J. C. Nicholson, pre-



sided. A hearty greeting was accorded to E. M. Fleming, of *Saturday Sunset* Presses, who favored those present with an interesting address. Other addresses and vocal and instrumental selections made up a very enjoyable program. Of course, the dinner, as usual, was a much appreciated feature.

Although the attendance at the regular sessions of the educational classes is not quite up to what it was during the first of the season, yet it is encouraging to those having the classes in charge to greet as many as do turn out to receive instructions in estimating and cost finding. We had an exceptionally interesting session recently conducted by Mr. Brand. The question of stock was given due consideration, and many easy methods of measuring composition were demonstrated.

NEWS FROM SOUTHERN ALBERTA BOARD.

AT THE annual meeting of Southern Alberta Printers' Board of Trade, officers were elected as follows: Pres., A. E. Smith; Vice-Pres., E. E. Everett; Sec'y., E. Hazell.

The Lethbridge Board of Trade was recently interviewed by a committee of local printers urging that some action should be taken by the Board with the object of keeping at home the large amount of printing that now finds its way East. The President expressed his sympathy with the movement and it is hoped that much good will result from the agitation.



WHAT THE AD. CLUBS CONVENTION MEANS TO PRINTERS AND PUBLISHERS.

Present indications are that the 10th Annual Convention of the Associated Advertising Clubs of America to be held at Toronto, June 21-25 will be attended by from six to seven thousand people, coming from all parts of the United States and Canada, as well as from Great Britain.

The City of Toronto has furnished to us for the use of the Convention, the grounds and buildings of the Canadian National Exhibition and these buildings have been apportioned to the programme committee for the use of the different departmental sessions. We will utilize such buildings as the Transportation, Horticulture, Gas, Dairy, Applied Arts, Art Galleries, etc.

There is no doubt but that this Convention will prove the greatest impetus to good printing of anything which has been undertaken in Canada. There will be wonderful exhibits of the finest printed and lithographed art, these exhibits being arranged in the Art Galleries, which are, of course, ideal for such a purpose.

This branch of the display features of the Convention is in charge of Henry L. Johnson, Graphic Arts, Boston, one of the best known experts in his line in America. There will be shown samples of the most advanced work known, and it is interesting to know that the exhibit will be open to the public as it is desired to have the benefit therefrom as far reaching as possible.

Another interesting feature of the Convention will be the exhibits of expert window and store display which will be installed in the Gas building by special crews sent here in advance of the Convention date. In these exhibits full use will be made of printed and lithographed cards, etc., and the merchants who see these exhibits will get new ideas regarding the use of printed matter in connection with the display.

The programme as outlined to date is the most informative and valuable ever originated for a businessman's convention, and it will bring to Toronto the greatest experts in America in their respective lines.

In addition to expert advertising, printing and lithographing men, there will also be men of international prominence to address the inspirational meeting of the Convention which will be held in Massey Hall on Sunday afternoon.

Printers and publishers should be sure to attend this Convention and they should by all means identify themselves with the Ad. Club Movement as it is a movement designed to further their interests and promote a higher standard in everything which pertains to the advertising business, which, of course, includes printed matter.

Word has already been received by the Toronto Ad. Club indicating that a large number of the delegates will come by special train. To date, we have word of special trains coming from Boston, New York, Chicago, Texas, California, Vancouver and Edmonton, and there will, of course, be many more.

This Convention will result in bringing to Toronto an immense body of men who have never seen the Canadian field and it is confidently believed that it will ultimately bring to Canada many Canadian factories and branch offices, all of which means more business to the publishers and printers.

TORONTO AD. CLUB.

Frank H. Rowe,
Chairman, Convention Committee

CANADIAN PRESS ASSOCIATION REPRESENTED ON PROGRAM OF AD. CLUBS CONVENTION.

THE Program Committee of the Convention of Associated Ad. Clubs of America to meet at Toronto June 18-25, invited the Canadian Press Association to appoint three representatives to speak at the Ad. Clubs convention. The Executive has appointed President Donly, William Findlay, and the Secretary, John M. Imrie. Mr. Findlay will speak on "Advertising Advertising—with particular reference to the work in this direction of Canadian Press Association." Mr. Imrie's subject will be, "The Work of the Advertising Committee of Canadian Press Association in Improving and Safeguarding Relations Between Advertising Agents and Newspapers and in Standardizing the Practice in Advertising Matters of the Newspapers of Canada."

HAMILTON AD. CLUB ELECTS OFFICERS.

An organization meeting of the Hamilton Ad. Club was held at the Tudor Inn on the evening of March 11. A good attendance of members took an active interest in the election of officers, which resulted as follows: Russell T. Kelly, President; Ald. H. A. E. Coe, Vice-President; G. B. Perry, Treasurer; W. C. Thompson, Secretary; J. W. Hamilton, Chairman of the Executive Committee; F. L. J. Seldon, Chairman Membership Committee.

MONTREAL PUBLICITY ASSOCIATION.

AT THE meeting of Montreal Publicity Association on March 10, a very energetic campaign for new members was inaugurated. The unusual interest in the coming municipal elections was taken advantage of. The speaker was Bernard K. Sandwell, the well-known dramatic critic, who gave a most interesting and entertaining talk on Theatrical Advertising.

WINNIPEG AD. CLUB.

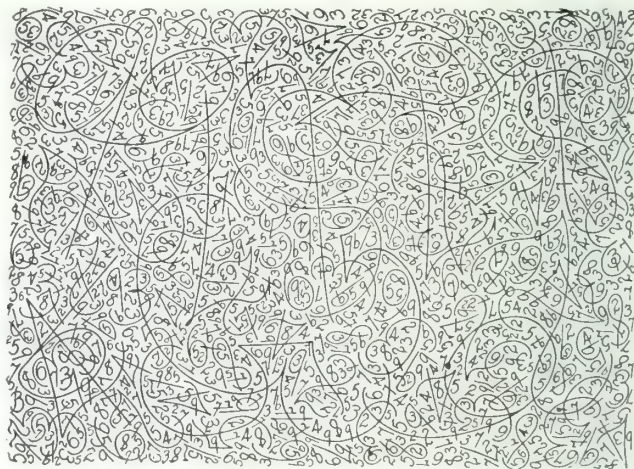
WES McCURDY, assistant to the general manager of the Manitoba Free Press, addressed the Winnipeg Advertising Club last week on the subject of Newspaper Circulation. Mr. McCurdy dealt with methods of securing this, bringing out the point that the way it is secured to a large extent indicates the value of circulation.



Many Schemes for Increasing Circulation

VOTING and puzzle contests still retain their popularity in the race for circulation. These are not confined to any class of newspapers, the same schemes frequently being used by the small town weeklies and the big city dailies, the only difference being in the size and extent of the prize list.

One that appears to have found favor with some papers of late



"Add Them Up"

is the "Add them up" puzzle contest; the illustration used is shown herewith in reduced size. This is being used by Hamilton *Spectator*, Guelph *Herald* and Welland *Telegraph*. The scheme is copyrighted and can be used only by arrangement with The Coburn Co., Washington, D.C. The Coburn Co. furnishes a staff to look after all details and receives a commission on all monies received.

St. Mary's *Journal* has launched a "Trip-up-the-Lakes" circulation contest.

Richibucto (N.B.) *Revue* is giving an eight-piece kitchen set with each new subscription and \$1.50 cash.

Regina *Leader* is selling pennants at 25 cents each and offers a set of silverware as a prize for the neatest table cover made from these pennants.

St. Catharines *Journal* is conducting a subscription campaign on a large scale. Among the prizes are two autos, two trips to California, diamond rings, watches, etc.

HAPPENINGS OF THE MONTH

Among the Job Offices

The printing and binding trades in Halifax are good at the present time.

Amger & Robertson, Saskatoon, have recently added a Falcon to their growing business.

Two new typesetting firms have recently opened in Hamilton, viz.: Hawkins & Campbell and William Wareham.

Litho-Print, Limited, 381 Adelaide W., have taken over the business and plant of the Merrick Letter Press, formerly of 102 Jarvis Street.

Mrs. W. S. Parks, wife of W. S. Parks, for several years connected with the Commercial Printing Co., Vancouver, died suddenly on March 3.

On March 1, Marchand Bros., 56 Amherst Street, Montreal, suffered \$10,000 loss by fire, supposed to have been caused by defective electric wiring.

The Hunter Printing Co., Toronto, has moved from 59 West Richmond Street to 2281 Yonge Street, and the name has been changed to Sphere Printing Co.

The J. H. Ashdown Hardware Co., Winnipeg, are installing a printing plant costing \$5,000, which will be in operation some time in April. In future they will do their own work.

S. Chas. Graham, formerly manager of Western Press, Limited, Vancouver, is now filling a similar position with Pacific Printers, Limited. J. Williamson succeeds Mr. Graham as manager of Western Press.

The Saskatoon job printing business, formerly known as the Universal Press, has changed its name to the Western Printing Co., with Chas. Darragh in charge as manager. The firm has installed a new Gordon and a pony Optimus.

The Edmonton Printing & Publishing Co. is having a building erected on Elizabeth Street, which will have 50 feet frontage and 85 feet depth, with light on all sides. It will be two storeys high. They hope to have it completed by June 1.

Says R. S. Van Pelt, of Edmonton: "Business is a little slow with Edmonton printers at present, and money is more than tight, but we have not lost faith in our great West, and we know that she will come back to her normal stage ere long, and things will be all O. K. again."

There is every indication of a revival of trade in Saskatoon. The local papers are carrying a greater volume of advertising at present than they have for some months. Job work is also on the increase. Several large printing orders have been placed by the city with local firms.

Halifax would seem to have held the record for the oldest printer in Canada, in the person of James C. Barrett, well known to an earlier generation as a member of the printing fraternity, who passed to the life beyond on February 26, but five milestones from the completed century. Until ten years ago, Mr. Barrett was at work in his printing office each day, or at any rate he could be found regularly in his office, ready for any work that might come his way. He was naturally a printer of the old school, and for some years had not kept pace with the march of progress, nor was it any wonder that at 85 years of age, with an office up many flights of stairs, the business that reached him was not of great volume. About this time, the printings firms of Halifax, including job printers and newspaper proprietors, joined in tendering their fellow craftsman a support for his declining years. A comfortable home was found for him, which he greatly enjoyed during the past decade. Although for several years his hearing gradually failed him, terminating in absolute deafness, he continued to take a very

active interest in all that pertained to the craft and more especially in the political life of the Province and the Dominion, concerning which he was full of reminiscence, and alive to current affairs. Indeed, so much was he interested in civic and federal matters, that he often expressed a great desire to live a hundred years, nor would his closest friends have been surprised at the realization of this wish. The printing press used in his office was an old hand-press formerly used by Joseph Howe. This press was subsequently purchased by the Morning Chronicle, in which office it is still put to some practical use, although its chief interest is its historical value. Mr. Barrett, who was a native of Halifax, never married. He had two brothers, one of whom was well known in the Maritime Province as a temperance lecturer.



With the Newspapers

NEWFOUNDLAND.

W. F. Cooker, editor in chief of the St. John's *Fisherman's Advocate*, goes to the seal fishery in the S. S. Nascopie, which sails

It is announced that Dr. H. M. Mosdell has resigned the editorship of the St. John's *Daily Mail*. The resignation, which was tendered the latter part of February, was to take effect in three weeks.

W. J. Herder, proprietor of St. John's *Evening Telegram*, has been visiting Halifax, Montreal, Toronto and Guelph, and returned home 2nd March, after a very enjoyable trip through the Dominion. March 13th.

MARITIME PROVINCES.

Sackville Tribune, semi-weekly, has installed a linotype, No. 5 Model.

J. L. Stewart, M.P.P., editor of Chatham (N.B.) *World*, is attending the session of the Legislature at Fredericton.

The Spring Number of the *Maritime Merchant* will be out in a few days, and will be up to the usual high-class standard.

J. P. Hood, editor of Charlottetown (P.E.I.) *Guardian*, recently returned from a trip to Fort William and other places.

Henry Therriault, of Parrsboro, N.S., a job printer, had one half of his right hand taken off, while running a platen press in *L'Evangeline* office, Moncton, N.B.

L'Acadien, a new French paper, published weekly, Liberal in politics, is being issued in Moncton, N.B., by J. O. Gallant, as proprietor and editor in chief.

T. H. Whelan, formerly connected with the *Union Advocate*, of Newcastle, N.B., has been appointed to the position of Clerk of the Peace for County of Northumberland.

The Maritime Poultryman, issued its first number at Moncton, N.B., on March 14. It is issued by E. Smith Scott and John H. Ward, two bird fancying job printers, on the *Transcript* staff.

Moncton, N.B.'s revised list of publications is as follows:—*Transcript*, daily and semi-weekly; *Times*, daily and semi-weekly; *L'Acadien*, French, weekly; *L'Evangeline*, French, weekly; *Busy Last*, monthly; *Maritime Poultryman*, monthly.

W. A. Richardson who has been editor of Kentville (N.S.) *Western Chronicle* for over a year past, has been elected mayor of Sydney, where he made his home. Consequently Mr. Richardson will sever his connection with the *Chronicle*.

The *Eastern Labor News*, a weekly labor journal, published by P. D. Ayer & Co., at Moncton, N.B., suspended publication on March the 14th. Reasons assigned are lack of local advertising patronage, and an alleged large number of unemployed wage earners in the cities where the *Labor News* circulates.

QUEBEC.

Montreal *Herald and Telegraph* has added the words "and Mirror" to its title.

Grandby *Leader-Mail* has installed a linotype.

Reporters' salaries in Montreal have dropped considerably in the past few months.

Richard Skuce, of *Herald and Telegraph*, has joined the advertising staff of the Grand Trunk.

W. House has resigned from Montreal *La Patrie* where he has been employed in the capacity of motor editor.

Walter Gordon, city editor, Montreal *Gazette*, is threatened with typhoid fever and is now lying ill in the General Hospital.

Walter S. Thompson, a Montreal newspaper man, has been appointed chief literary writer in the Grand Trunk Railway publicity department.

Charles Cavers, who was editor of Montreal *Sunday Herald* until that paper was discontinued, is now acting in the same capacity for Montreal *Standard*.

Frank Shields, foreign manager Montreal *La Patrie*, has resigned and is going over with *La Presse*, to be connected with their advertising department.

C. H. Ashley who was advertising manager of Montreal *Herald*, has resigned that position and is now connected with the advertising department of *La Patrie*.

Hercule Barre, until recently connected with the advertising department of *La Patrie*, Montreal, has joined forces with the Canadian Street Car Advertising Company.

Archie E. Stevenson, who had been on the reportorial staffs of Montreal *Gazette*, *Star* and *Mail*, died February 26, after a few days' illness, culminating in a severe attack of diphtheria. Mr. Stevenson had worked very hard in connection with the recent bribery investigation at Quebec and was completely run-down, so was unable to resist the attack. Although only 26 years old, he had already made a name for himself as a competent newspaperman.

ONTARIO.

Courtright *Outlook-Tribune* has installed a monoline.

Pembroke *Observer* has purchased a new newspaper press.

Commencing April 1, Warton *Echo* will be all home print.

Dundas *Banner*, John S. Scott, editor, has suspended publication.

J. A. McKay, of Windsor *Record*, made a business trip to New York recently.

Bert Brett, editor of Essex *Free Press*, has been appointed clerk of the town of Essex.

M. L. Fairfax has begun the publication of a new weekly, called the *Herald*, at South Porcupine.

D'Alton Campbell, publisher of Gravenhurst *Banner* has disposed of his drug business.

Cochrane is to have a new weekly paper, to be known as the *Cochrane Free Press*. T. C. Schultz is editor.

W. J. Taylor, publisher of Woodstock *Sentinel-Review* has been elected president of Woodstock Board of Trade.

J. G. Doherty has left St. Thomas *Times* to take a position on the editorial staff of London *Free Press*.

Reports state that the New Eganville *Enterprise*, the newspaper started in Eganville by J. A. P. Haydon not quite a year ago, has ceased publication.

St. Thomas *Journal* is conducting a subscription contest.

Both St. Thomas papers, the *Times* and the *Journal*, are conducting subscription contests.

Ed. F. Weekes, foreman of the St. Mary's *Journal*, late with Acton Publishing Co., Toronto, is moving his family from Bowmanville to the Stone Town.

Fellow members of the reportorial staff of Guelph *Mercury* presented A. M. Macallister with a handsome cabinet of silver on the occasion of his marriage.

The Monitor, an anti Roman Catholic paper published at Aurora, Miss., is publishing a Canadian edition at Aurora, Ont. J. F. Coss, formerly of the headquarters staff, is editor.

Newton McConnell, who has achieved a wide reputation as a cartoonist, has severed his connection with Toronto *News*, with which paper he has been connected for the past ten years, to enter free lance work. Mr. McConnell's political cartoons have attracted

a great deal of attention during recent years and have been eagerly followed.

The Liberal newspapermen of Ontario entertained N. W. Rowell, Opposition leader and all Liberal members of the Ontario Legislature at dinner at the Ontario Club, Toronto, on March 5.

Commencing April 1, Barrie's *Free Press*, Fawcett & Co., publishers, will discontinue their ready-print service and will in future issue an all home print paper. They anticipate an increase in circulation as a result.

J. J. Pratt, who established the *Weekly News* at North Bay a few months ago, moving a plant there from Owen Sound, where he published a paper for a time, has made an assignment, and publication of the *News* has ceased.

Andrew D. Clarke has left Toronto *Globe*, where he filled the position of assistant city editor, and is now on the editorial staff of London *Advertiser*. He was presented with a handsome umbrella on the occasion of his departure.

A new weekly called the *Free Press* is being founded in Cochrane. T. C. Schultz is editor. Mr. Schultz was married recently to Miss Elsa Thorning, a daughter of Otto Thorning, formerly editor of Cochrane *Northland*. The bride was formerly on the staff of New Liskeard *Herald*.

D'Alton Campbell has sold Gravenhurst *Banner* to a company of which Wm. Wright, M.P., of Huntsville, is the principal shareholder. The new firm will be known as the Banner Publishing Co. Mr. Campbell has disposed of his drug business also, and it is understood that he is leaving Gravenhurst.

Jack Doherty, for the past year sport writer on St. Thomas *Times*, has left that paper to take a similar position on London *Free Press*. On March 13, Mr. Doherty was presented with a handsome club bag by his associates on the *Times* and with a pair of gold cuff links by the managing editor, L. H. Dingman.

A free advertising weekly paper is being published at North Bay by J. J. Leaman, who recently bought out L. McNamara, job printer. H. Percy Smithson is business manager. The publication is called the *Booster*, and claims a free distribution of 2,500 eight-page copies each week. Liberal advertising patronage is accorded.

An attempt was made last month to start a new publication to be known as the "Grey County Free Press" for free distribution. The paper was to be published from Warton and was to have a circulation of 10,000. Owing to lack of support from the advertisers of the county and the fact that the publication would not be entitled to postal privileges, it is said that the scheme was dropped.

The North Bay *Times* has installed an Intertype typesetting machine, Huber newspaper press and new equipment of job and advertising type faces. A new folder will also be installed. With the new equipment additional room has been secured and the second floor of the Times building is now used as a composing room for the job printing department, and bindery.

Two Owen Sound printing houses have been making extensive additions to their plants recently. C. A. Fleming & Son, publishers of the *Sun*, have installed a new Miehle press and also a new gordon press. The Richardson, Bond & Wright Co., Ltd., with which Messrs. Fleming are now identified, have installed a new Miehle Pony Press and a power cutter.

At the recent assizes at Chatham, judgment was reserved in the case of Burch and MacDougall vs. Stephenson, a case where the widows of the two men who were killed in the *Planet* fire last spring were suing Mr. Stephenson, the proprietor for \$10,000 each, damages. A feature of the trial was the length of time that most of the witnesses had worked in the *Planet* office, some having been there over forty years, and half a dozen over thirty.

The St. Mary's *Argus* has again changed hands. Founded in 1856, it was published for many years by the late J. J. Crabbe of Toronto *Star*, subsequently by W. K. McLeod, brother of James McLeod of the *Almonte Gazette*. It was purchased from him by the late R. W. Dillon in 1898, who sold in 1906 to A. C. Wood, business manager of St. Mary's *Journal*, to enable him (Dillon) to take an interest in St. Catharines *Journal*. Mr. Wood on his appointment as Customs Officer in St. Mary's in 1910 sold to R. H. Davey of Beamsville *Express*, who in 1913 sold to Stewart & Grose, the former a member of the *Argus* staff, and the latter foreman of the *Journal*. R. H. Davey has since purchased the Cayuga *Advocate*. Mr. Stewart of the *Argus* has now sold his interest to D. G. Anderson, principal of the St. Mary's Public School, and formerly publisher of the Atwood *Rec.*

SASKATCHEWAN.

The book entitled "Panama and the Canal" is being distributed to readers of Moose Jaw *Times* in exchange for six coupons and \$1.18.

Watrous *Post* offers a Ford car and other prizes in a voting contest.

F. J. Batiste, editor *Perdue Witness*, has been appointed a member of the executive of the Provincial Agricultural Societies.

The Rosthern *Enterprise* newspaper and job printing office, which has been conducted for over seven years by S. T. Willoughby, has been sold to Frank S. Rouleau, of Langham. Mr. Rouleau also intends publishing at the same office a German weekly to be known as *Die Deutsche Presse*, the first number of which will appear at Rosthern about the middle of March. Mr. Willoughby has not yet decided where he will locate. Mr. Rouleau will continue as publisher of the Langham *Weekly News*, and has engaged as his manager Mr. Tiplin, of Saskatoon.

Newspapermen in attendance at the Winter Fair, Regina, were dined by the Directors on March 9. An inviting meal was served and afterwards President Sinton gave a short talk to the guests, thanking them for their assistance in the success of the Fair and expressing the hope that they would continue to give their support. In reply Mr. McKeller, of Moose Jaw, editor of the *Saskatchewan Farmer*, thanked the Association on behalf of the press for the invitation to dine with the directors and in a witty speech declared that the press would be ever ready to stand behind the good work of the Association.

ALBERTA.

Vegreville *Observer* is giving \$450 in prizes in a circulation contest.

The *South Side* is the name of a new week-end publication, delivered free to residents of the southern parts of Edmonton.

A box of Lowney's chocolates was a special premium given by *Calgary Herald* to all purchasers of a 64-cent want ad. on Feb. 28.

A. G. Ridgeway is the editor of a new week-end paper, called the *Ram's Horn*, published in Edmonton. There are no advertisements.

Floyd L. Smith, who was telegraph editor of the *Spokane Spokesman-Review* for a time, has come to Edmonton to join the staff of the *Journal*.

F. G. McPherson, at one time sporting editor of *Edmonton Journal*, has returned from Hamilton, to become sporting editor of the *Capital*.

The *Clive News-Record* issued its first number on March 4.

The Edmonton *Daily Capital* Publishing Company, under the management of J. Hanning, has embarked in the field of publishing for magazine and trade periodicals.

John Michaels, president of the Edmonton Newsboys' Club, is organizing a brass band of 75 pieces among the boys who sell newspapers on the streets. He has received pledges of several thousand dollars from local merchants.

W. H. Todd, formerly city hall reporter for *Edmonton Capital*, has become secretary of the elective commission government committee of the city of Edmonton. His duties are to gather and compile information for a new charter, under the elective commission plan, to be submitted to the electors, subject to adoption by the Provincial Parliament, which will meet in Edmonton next November.

BRITISH COLUMBIA.

Merritt *Herald* has purchased a linotype.

Cranbrook *Herald* has installed a "Model K" linotype.

W. Miller Higgs is publishing a new paper at Victoria called the "Poultry, Pigeons and Pet Stock Journal."

Cranbrook is to have a new paper in the near future. It is understood it will support the Conservative party.

W. H. Bohannon, who started the *Chase Tribune*, has purchased a plant and will start another newspaper in Revelstoke.

Vancouver *Sun* has lost two members of its staff by death during the past month. Leonard L. Lawrence, who joined the reporting staff in 1912, and F. M. Wade, of the business office.

The *Burnaby Record* is a new weekly published at New Westminster for District of Burnaby. A. Weidmann is editor, and the printing is done for the publisher by Pacific Canadian Printing Co.

Hugh Savage, formerly editor of *New Westminster News*, and late of *British Columbian* editorial staff, has accepted the position of editor and managing director of *Cowichan Leader* at Duncan, Vancouver Island.

Cranbrook *Prospector* is now owned by a joint stock company, capitalized at \$20,000. It is proposed to issue the paper as a bi-weekly for the next three months and after that as a tri-weekly. A considerable addition will be made to the plant.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art*.

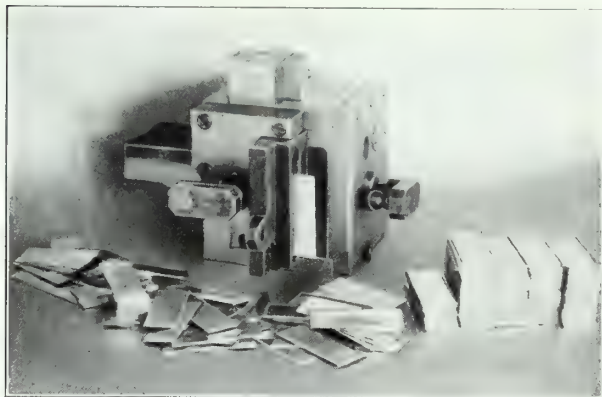
TRADE NOTES

PORTUGAL WANTS CATALOGUES.

A LETTER has been received from the Commercial Association of Lisbon, Portugal, which reads as follows:

"Being desirous of enlarging our commercial business, especially the foreign trade, the Directors of the Association have approved of the installation of a room for catalogues of the most important commercial houses in the world, in order to have our business men acquainted with the prices of all articles in the world's market, and for the above reason we ask you to be kind enough to invite by the most practical means the commercial houses of your district that export their products to present their catalogues to the Association."

Any such catalogues should be addressed to the "Associacao Commercial de Lisbon, Lisbon, Portugal."



MAKING LEADS ON THE MONOTYPE.

THE ABOVE is a cut of the Monotype lead mold showing five minutes' product, or 275 pica leads. This is one of the standard Monotype units and may be applied to any Monotype Type Caster or composing machine for casting leads. Leads are cast at a speed of 55 a minute, and will cast any length between the limits of 11 to 15 picas inclusive. London *Free Press* finds it profitable to cast their own leads with the Monotype lead mold, and owing to the low cost of making they can be "dumped" with the dead matter.

A STANDARDIZING MACHINE FOR THE COMPOSING ROOM.

A VERY handsome 32-page and cover catalogue has been received from the Miller Saw Trimmer Co., illustrating and describing their machine and the several special attachments therefor. A complete price list is also given. The Miller Saw Trimmer is more than its name implies—it is best described by the appellation given it on the front cover of the booklet, "A Standardizing Machine for the Composing Room."

THE DUPLEX AT THE A.N.P.A. CONVENTION, NEW YORK.

For the benefit of those interested in the latest improvements in newspaper presses, the Duplex Printing Press Co., of Battle Creek, Mich., have made arrangements to exhibit the big 16-page Duplex Tubular Plate Press in operation at the A.N.P.A. Convention in New York, April 19-26. The Duplex Tubular Plate Stereotyping Machinery will also be on exhibition at this Convention.

NEW YORK OFFICE FOR SWINK PRESS.

THE SWINK Printing Press Co. have opened a branch office in New York, at 527 Tribune Bldg. Hunter Bradford, formerly of Keystone Type Foundry and Parsons & Whitmore is in charge as manager. Stephenson-Blake, 60 Front Street West, Toronto, are agents for the Swink in Canada.

UNIVERSAL TYPE CASTER AT NEW YORK SHOW.

CANADIAN printers and publishers who purpose attending the National Printing and Allied Trades Exposition which is to be held at New York April 18 to 25, will be interested to learn that they will have an opportunity to see in operation a Universal Type Caster. The "Universal" is a type casting machine which turns out type in exactly the same manner as foundry type is made. Its makers claim that the product of their machine is absolutely accurate in every dimension—point, set, and height-to-paper. They have purchased the entire matrix equipment of the Composotype Company, and this gives them a matrix equipment of nearly a thousand fonts. These are all shown in a specimen book now being printed, and which will be sent free to any printer or publisher interested in type-casting machines.

A number of Universal Type Casters are already in use in Canada and readers of *Printer and Publisher* who are interested should write for full information to the Universal Type Casting Machine Co., 321 North Sheldon Street, Chicago.

BRIGDENS, LIMITED, ENGRAVERS, ENTER WESTERN FIELD.

Brigdens Ltd., of Toronto, have bought out the Reed-Thompson Engraving Co., Winnipeg. Mr. Faulkner, late manager of Buxbee Mears Company of Canada, a branch of Buxbee Mears, Minneapolis, is manager for Brigdens. He is succeeded by Jack Nichols.

The Reed-Young Engraving Co. is the name of a new firm which has recently started operations in Winnipeg.

RECENT LINOTYPE INSTALLATIONS.

Among the many Canadian printing and publishing houses to install linotype machines recently are the following: London (Ont.) *Advertiser*, Models, S, 5 and K; Moncton (N.B.) *Times*, Model 5; Sackville (N.B.) *Tribune*, Model 5; St. John's (Nfld.) *News*, Model 8; Newmarket (Ont.) *Era*, Model K; Trade and Technical Press, Montreal, one Model 5 for trial and shortly after five additional machines of the same model; St. John (N.B.) *Globe*, Model 8; Biledeau Printing Co., Montreal, two Model 15; Granby (Que.) *Mail*, Model 15, which is the first linotype installed in the Eastern Townships; MacLean Publishing Co., Toronto, Model 5; Dudgeon's *Once-a-Week*, Toronto, Model 5; Griffin & Richmond, Hamilton, Ont., Model 5; Calgary (Alta.) *News-Telegram*, Model 5; Fort William (Ont.) *Times-Journal*, two Model 5's; Hawkins & Campbell, a new trade typesetting company of Hamilton, Ont., Model 5; Wm. Wareham, also opening new trade typesetting office in Hamilton, a Thompson Typecaster; *Le Deroir*, Montreal, two Model 5's; Guelph (Ont.) *Herald*, Model 5; North Battleford (Sask.) *Optimus*, Model 5; M. Demers, publisher of a French weekly in Mount Laurier, (Que.) Model 15; Melville (Sask.) *Canadian*, Model 5.

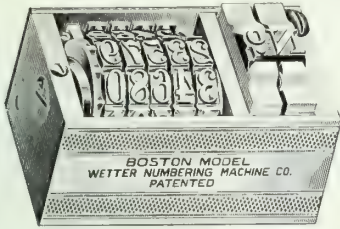
NATIONAL PRINTING EXPOSITION IN NEW YORK.

THE holding of the Canadian Printers' Cost Congress at Toronto on April 16 and 17 will make it especially convenient for printers from a distance to attend the National Printing and Allied Trades Exposition at New York, the opening of which follows immediately the Canadian Cost Congress. Printers from Western Canada will be able to make the one trip cover both events.

A large number of exhibits have been arranged for and visitors will have a splendid opportunity for seeing all the most up-to-date things in printing machinery and supplies. The convention of the A.N.P.A. and the Printers' League of America will be held at the Waldorf the week of the convention—April 18-25. In addition, several other meetings will be held of interest to printers. Altogether it is expected that this year's Exposition will surpass anything previously attempted.

Boston Model 1

Five-wheel machine to automatically number from 1 to 99999



Nº 12356 \$6
FACSIMILE IMPRESSION
PRICE

THE WETTER

The name "WETTER" stands for the Best Type-High Numbering Machine possible to construct.

We would not risk our reputation by making anything but the Best. All dealers know this, but some dealers, not satisfied with a fair profit, recommend "something just as good"—you are the loser.

Insist on having a machine stamped with the name "Wetter."

Can be "locked" in form same as type to number and print at one impression.

The ONLY Machine with a drop cipher that won't get LOW.

SOLD BY

Toronto Type Foundry Co., Limited

WETTER NUMBERING MACHINE CO., Brooklyn, New York, U.S.A.

Is the Best
Type-High
Numbering
Machine. .

Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your overcoat pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the United States, Possessions, Panama Canal and every other country in the World. An invaluable aid for the library

of well-read men and women. Thirty years of experience in map engraving in thorough devotion to the developments of this line—show in our work. \$1.50 in cloth, and \$2.00 in leather; carriage paid to any point in the World.

Bible Atlas by Townsend MacGoun, A.M., with 120 pages of maps, \$1.00; Bible Atlas with maps and 120 pages of text matter, \$1.50; carriage paid. DISCOUNTS TO BOOK TRADE. Agents wanted.

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.

MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of Electrotypes from Halftones.

The National Electrotpe and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

Wornum says—

It is by esthetic character alone that manufacturers will ever establish that substantial renown which will insure a lasting market in the civilized world.

LINOTYPES FOR SALE

Several Linotype Machines in good order and complete with matrices and usual equipment. Low price to prompt purchaser. Apply to Manager,

The Herald and Telegraph
MONTREAL

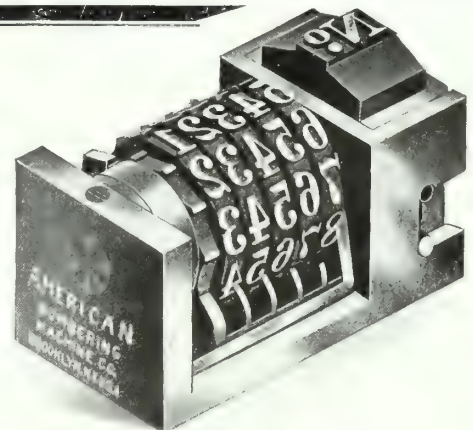
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price \$6.00 Price \$7.00
5 Wheels 6 Wheels

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N.Y. 119 W. Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England



AMERICAN MODEL 30

Say you saw it in PRINTER & PUBLISHER.

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

FOR SALE—TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

FOR SALE—1 CANADIAN LINOTYPE NO. M-3204, in good condition. Sydney Post Publishing Co., Sydney, N.S.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPE, ONE MODEL NO. 3—EXCELLENT condition; two extra sets of matrices, liners and ejector blades. Eddy-Press Corporation, Cumberland, Md.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. The Royal Print & Litho, Ltd., Halifax, N.S.

LINOTYPE — CANADIAN MODEL 1 J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

FOR SALE—MONOLINE, 9 POINT, WITH several changes of mould, is being rebuilt and can be bought cheap for cash. Can be seen running at 92 Hogarth Avenue, Toronto.

LINOTYPES—2 MODEL 9, IN FIRST-class condition; very little used. Stephen Greene Company, 16th and Arch Sts., Philadelphia, Pa.

FOR SALE TWO REVOLUTION CAMPBELL book and job press, suitable for 7 col. news paper work; also Eclipse folder, in first-class condition: \$500.00 will take the two. Observer, Sarnia, Ont.

FOR SALE 2 11 x 16 Peerless Gordons, 1 12 x 18 Prouty press, 1 Victor steel die embossing machine, 2 18-in. Multiplex punching machines. H. Hammar Mfg. Co., 17 S. Market St., Chicago, Ill.

EQUIPMENT FOR SALE QUANTITY OF chases, outside measurement 18 1/2 in. x 25 in., suitable for country office or mailing lists. Also a few California job cases, dead tops for holding type, and electric motors, in good condition. Further particulars on request to Purchasing Agent, MacLean Publishing Co., 143 University Ave., Toronto.

NEW GOLDING JOBBER FOR SALE 12x18, with Fountain, Power Attachments, etc. Only in use about 8 months on light work. A Bargain if sold AT ONCE. Box 336, Printer and Publisher.

PRINTING MACHINERY FOR SALE TWO-revolution newspaper press, two Monoline machines, one Typograph, Anderson folder, paper cutter. Nearly all practically as good as new. Will be sold at great sacrifice, on your own terms, as we need the floor space. Times, Peterborough, Ont.

LINOTYPE, MODEL 8, WITH THREE fonts of matrices. In use only one year. Lancaster Intelligencer, Lancaster, Pa.

POSITION WANTED

JOB PRINTER ADVERTISER (35) WANTS position as first-class compositor and "lay-out" man. Original ideas. Would take charge. Has a good all-round working experience of whole routine, including press-work. Competent to pass work for press. Abstainer, reliable. Present working in good city office. Box 338, Printer and Publisher.

BUSINESS CHANCES

JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

WANTED — PRACTICAL MAN TO INVEST \$5,000 and take charge of manufacturing end of live book-binding and job printing plant; investment fully secured; business increasing rapidly, and paying good dividend; plant new and up-to-date. Full particulars on application. Box 334, Printer & Publisher. (1t)

TENDERS WILL BE RECEIVED UP TO April 6th for the good-will, plant and established business of The Dundas Banner, Limited, first-class job printing plant, weekly newspaper, cylinder and two platens, monoline, folder, stitcher, cutter, large quantity new modern type, etc.; a money-maker for the right man. May be inspected on application to the undersigned. J. W. Lawrason, Dundas.

getting full benefit

Every line of type in *Printer & Publisher* is printed for a distinct purpose—SERVICE.

Every feature is of some special interest to someone.

In no feature of this magazine is the idea of service more notable than in the advertising. The constant study of shrewd advertisers is how to be of most service to you.

The more the advertising may be made to pay YOU—the better will it pay the advertiser.

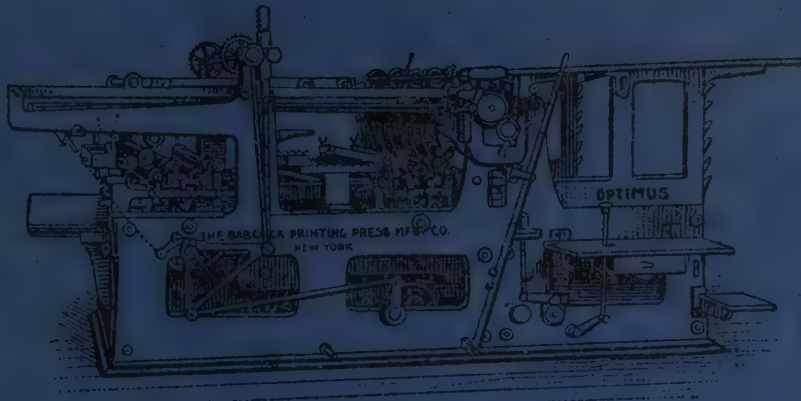
You are not getting the fullest benefits from this magazine unless you are a constant reader of its advertising.

There is no feature more helpful—more important—more interesting.

Why not secure to-day the educative and personal benefits of keeping in intimate touch with the advertising columns of *Printer & Publisher*?

Look them over NOW—while you think of it.

THE BABCOCK "OPTIMUS"



A successful printer takes great pains when buying printing machines. He has much at stake. But where he has much, we have more. If he made a mistake in judgment, it could be remedied by a greater or less money loss. But our lease of life as Builders of Printing Machinery would expire if we were not more critical in the building than he in the buying of a printing press. Tests of the value of our machines are and have been made, day by day, through years of use, and our statements are the results of our own shop tests and the actual experiences of Printers who own and run our machines. They leave us secure in the knowledge that whatever the business conditions,—you can improve the condition of your business if you

RUN BABCOCK PRESSES. THE BABCOCK "OPTIMUS"

is the Newest, the Most Perfectly Equipped, the Fastest, Finest Two-Revolution Built.

We shall be glad to tell you why.

Our Best Advertisements Are Not Printed,—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

PRINTER AND PUBLISHER

TIME and MONEY

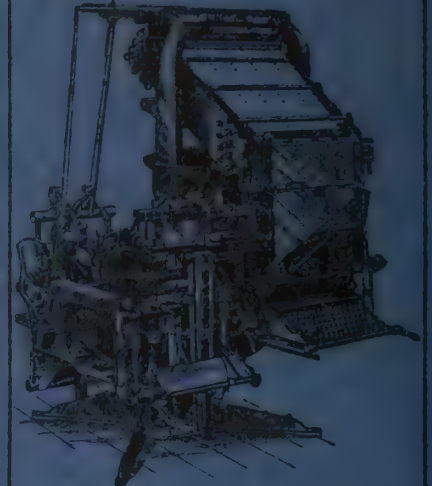
Quick Change Model 8



Three-Magazine Linotype

In a recent
machine
composition
test of sixteen
pages set in
10-point,
21 ems

Quick Change Model 9



Four-Magazine Linotype

THE LINOTYPE WAY

Beat the one-type-at-a-time way

IN TIME - - - - 14 Hours, 4 Minutes

IN MONEY - - - - \$16.35

A pamphlet giving full particulars is now being distributed.
To obtain *Quality* with *Economy* you must use the Linotype.

The Multiple Linotype Way
is the Modern Way

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

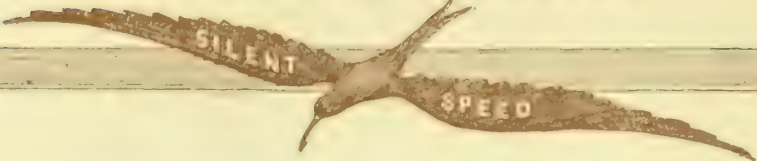
35 AND 39 LOMBARD STREET :: :: TORONTO, CANADA

QP

PRINTER & PUBLISHER

for MAY, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO ~ MONTREAL ~ WINNIPEG



"The Baby" Cylinder is Simple in Construction and easy to operate

Any fairly good platen or cylinder pressman can run it after a few hours instruction and in a few days will be expert in its operation.

The press is built of fine materials.

There are few adjustments required for different jobs, and these are easy to get at and quickly made.

All parts which would tend to work loose at high speed are pinned.

In every way it is a sturdy press, built for long, hard usage.

It costs no more to operate than a hand-fed platen and will turn out two to three times as much work.

It will do better work than a platen because it has more rigid impression, better ink distribution and driven form rollers which can be set to just the right contact with the form.

It will handle any commercial printing from $3\frac{1}{2} \times 5\frac{1}{2}$ up to a sheet 11×17 (or 10×15 on the small size) except heavy card board or papers lighter than french folio.

When the capacity of "The Baby" cylinder is better understood we expect it to supplant the old hand-fed platens almost entirely for short runs, just as the automatically fed Autopress is already replacing such presses for long runs. "The Baby" cylinder is to-day paying for itself in many shops.

You cannot afford to let your competitors be ahead of you in reaping the benefit of the most profitable press ever built for short runs.

Write us for descriptive booklet and prices.

THE AUTO-PRESS COMPANY

95 Madison Avenue, New York City

CHICAGO, 431 South Dearborn Street

BOSTON, 176 Federal Street

ST. LOUIS, 313 Fullerton Building

PHILADELPHIA, 1001 Chestnut Street

SAN FRANCISCO, Phelan Building

Better Service

Better Value

FOR CANADIAN PRINTERS

Combining a Group of Efficiency-Promoting Items for Print Shops

President Naumann, of the New York Machinery Company, has succeeded in associating lines which provide a complete range of printing machinery and accessories, photo engravers' machinery and equipment for bookbinders, affording the maximum of merit for successfully conducting business in the printing and allied trades.

Canadian printers who attended the Printing Exposition in New York were impressed by the valuable opportunities opened up for them in this comprehensive proposition.

If you were not able to attend the show, write TO-DAY for detailed particulars, catalogues and prices.

They will open your eyes by reason of the extraordinary benefits they will bring you.

Let us direct your attention to a few specialties. For instance:—
The McNUTT NON-EXPLOSIVE GASOLENE CANS, A "SAFETY FIRST" LINE. They prevent explosion and will protect the lives of your workmen. Approved by the New York Fire Dept. Bureau of Fire Prevention and the N. Y. Board of Fire Underwriters.

THE IMPROVED BEADED STEEL GALLEY. same thickness as brass galleys, stronger and more durable at less than half the cost.

LABOR-SAVING FURNITURE CASES with furniture of thoroughly-seasoned cherry, oiled, well-finished and accurately cut to point standard.

THE AUTOMATIC PROOF PRESS. It feeds, inks and cuts off automatically and is so meritorious that you should familiarize yourself with it without delay.

THE ROTARY PERFORATOR with its mechanical perfection, simple operation, low cost of maintenance, interchangeable parts and important essential features will well repay its cost to you.

THE ROTARY CRIMPER, SCORER, SLITTER is constructed on the same plan of mechanical perfection as the Rotary Perforator and is adaptable for the printer and the bookbinder. Speedy, easy to operate, produces flawless work.

You will see that we have mentioned only a few items, but are satisfied that we have aroused your interest and that we will hear from you.

Let us tell you about the value we can give you in electrotypes' and stereotypers' machinery and supplies, card-cutters, saw-trimmers, type-high planers, jig-saw and drill, roll and bag presses, specialty presses for printing on tissue paper, waxed paper, wrapping paper, corrugated paper, bread wrappers, sand-paper, tag and straw board. These can all be seen at our show-rooms and sales office.

NEW YORK MACHINERY COMPANY

101 BEEKMAN STREET, NEW YORK CITY



John Dickinson & Co., Limited



65 Old Bailey, London
Mills: Croxley, Apsley, Nash
and Home Park, Herts, Eng.



Makers of

T. S. and E. S. Writings
Envelope Papers
Bank, Bond, Loan and Ledgers
M. F., S. C., Imitation Art and Fine Book Papers
Featherweight and Deckle Edge
Map, Bible and Hymnal
Coated Chromo, Fine Illustration
Plate, Drawing and Cartridge
Litho, Music and Linen Faced Papers
Imitation Japanese Vellum
Imitation Parchment
Cover and Blotting Papers
White, Tinted and Coated Gummed
Book End Papers
Coated Boards
White and Tinted Pulp Boards
Cards and Paste Boards
Envelopes, Note Papers and Cabinets
Wedding Stationery
Fancy Cards and Announcements
Memo and Account Books
"Lion Brand" Series of Papers, Boards and Stationery



Registered Trade-Mark



Established 1805



*For Samples and Prices
of Canadian Stock Write*



John Dickinson & Co., Limited

Croxley House, 216 Lemoine St., Montreal



Say you saw it in PRINTER & PUBLISHER.

Telephone: Main 5781
Cables: "Paperarts Toronto"

Fine Papers

Hodge-Sherriff Paper Company
McKinnon Building, Toronto

SOLE AGENTS FOR

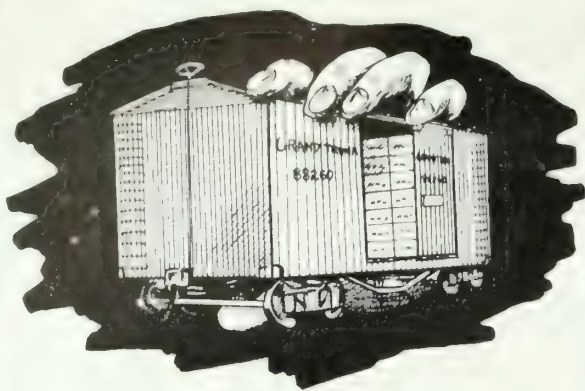
Olive & Partington, Ltd.

Turn Lee Mills, Glossop, Derbyshire, Eng.
Dover Mills, Glossop, Derbyshire, Eng.
Broughton Bridge Mills, Manchester, Eng.

Kellner-Partington Paper Pulp Co., Ltd.

Barrow-in-Furness, Lancashire, Eng.
Also in Norway, Sweden, Austria and Canada
(Output 1200 tons weekly)

Samples and Quotations on Application.



WE HANDLE IT BY THE
CAR LOT

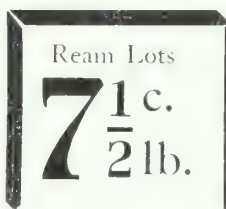
CONSUMERS BOND

(WATERMARKED)

NO BETTER VALUE OFFERED



MADE
IN
CANADA



THIS IS THE BOND THAT HELPS
YOU TO CUT DOWN EXPENSES.

Large stocks carried in all the standard
sizes and weights.

WHITE AND FIVE
DISTINCTIVE TINTS

Envelopes and ruled stock carried
in the white.



THE WILSON-MUNROE CO. LTD.

Wholesale Papers

TORONTO

ONTARIO

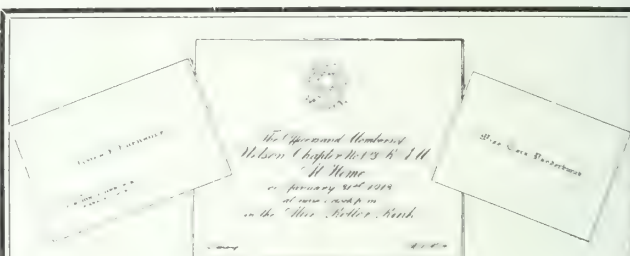
Why not make it Easier for the Printer?

Always anxious to improve printing trade conditions, "Ideal" non-curling gummed papers will hereafter be shipped 500 sheet reams (instead of 480—almost as big a nuisance as though figuring gummed paper by the square foot).

This avoids the jar of "shuttling the thinkery" back and forth between 480 and 500; simplifies the printers' work and lessens the liability of errors in costs, counts and deliveries.

This is another BIG step forward for which the printing world has just been waiting. We hope—in the interests of the printing trade—other mills will follow our lead.

Ideal Coated Paper Co.
Brookfield, Mass.



Give Prestige to Your Concern

by turning out the engraved and embossed stationery, business cards, announcements, etc., for your locality.

You need no special equipment. Simply secure the orders for your locality; we fill them and send the work to you ready for delivery.

25% Profit

is what hundreds of other printers are securing on every piece of work. Surely you could do the same in your own locality. Write us *to-day* for full particulars of our special offer to printers and publishers.

Standard Embossing Co.

36-38 Lombard Street

Toronto

SECOND PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy.....	No. 586,337	J. M. Cooney and	
J. R. Rogers.....	" 619,441	H. L. Totten.....	No. 759,501
J. R. Rogers.....	" 630,112	R. M. Bedell.....	" 787,821
D. A. Hensley.....	" 643,289	P. T. Dodge.....	" 797,412
J. R. Rogers.....	" 661,386	D. S. Kennedy.....	" 797,436
C. Muehleisen.....	" 718,781	D. S. Kennedy.....	" 824,659
J. W. Champion....	" 719,436	M. W. Morehouse..	" 826,593
D. A. Poe and		T. S. Homans.....	" 830,436
W. H. Scharf ...	" 734,746	T. S. Homans.....	" 837,226
J. L. Ebaugh	" 739,591	R. M. Bedell.....	" 848,338
P. T. Dodge	" 739,996	T. S. Homans.....	" 888,402
J. K. Van Valkenburg	" 746,415	J. R. Rogers.....	" 925,843
S. J. Briden.....	" 757,648	H. Plaut	" 955,681
W. H. Randall....	" 758,103		

We have recently announced a first action, now pending brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler ..	No. 614,229
O. Mergenthaler ..	" 614,230
J. R. Rogers, Reissue	" 13,489

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

MERGENTHALER LINOTYPE CO.
Tribune Building :: :: New York

HAS THEM ALL THE NEW OSWEGO AUTO

Double Shear
Long Clamp Dwell
One-Piece Clamp
Two Starting Levers
Positive Safety Throw-out Stop
Vertical Stroke (to order)
Direct Crank to Knife

Adjustable Clamp Pressure
(without touching a screw)
Center Indicator
Extra Runback Gauge
No Outside Supports
Driving Pulley either side
Box Pattern Frames

Interlocking Clamp and Back
Gauge
Simple Double Knife Adjustment
Automatic Clamping Pressure
entirely released on up stroke,
saving half the power

Straight Cut Gears, no bevel or mitre or worm gears
Safety Knife Bar Counterbalanced UP

No extra floor space required for electric drive
Ball and Socket Knife Bar Connections

PROTECTED BY PATENTS ISSUED AND PENDING

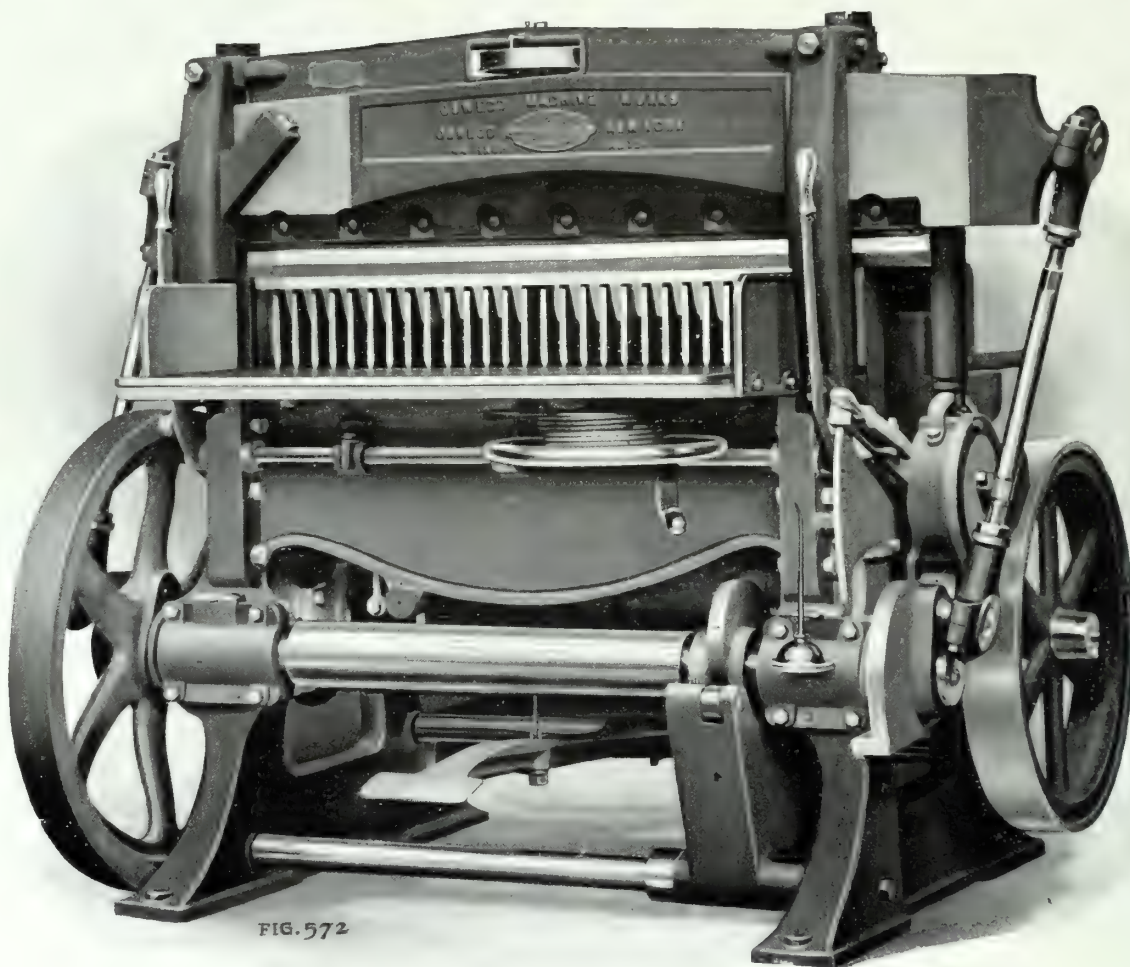


FIG. 572

SWIFT, STRONG AND SILENT

The OSWEGO AUTO RAPID-PRODUCTION Cutters have ALL THESE ADVANTAGES. All the older types of cutters have some of these advantages, but only the OSWEGO AUTO RAPID-PRODUCTION Cutters have ALL OF THEM.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

Cutting Machines Exclusively

Ninety Sizes and Styles—16 Inch to 84 Inch

For Paper, Board, Cloth, Foil, Celluloid, Leather, Etc., Etc.

WRITE TO-DAY FOR THE FOLDER: "CONTRACTS FOR OSWEGOS"

Catching the Counterfeiters

By RICHARD H. WALDO

"It's only an advertisement."

Civilization is besmirched—Christianity is mocked—the progress of the world is indexed low each time the well-worn phrase finds birth.

The Child of Greed, out of Selfishness, or Dishonesty, or Graft, this illegitimate thing, Distrust, puts a tax upon the human race more useless than the cost of war. For war takes its toll but once in scores of years, while distrust of the printed word sits at every gate of commerce, gathering tithes that irk us in the morning, gall us at the noon hour, and pile burdens on our weary shoulders in the time of the day's decline. And since Trade was—since Barter first began—Humanity has deemed this tax a necessary thing.

Necessary! Are flies necessary? Must we always suffer from flood and famine? Is small-pox utterly inescapable? Answer all these, and you say the single word that covers the kindred query—Must advertisements, because they are advertisements, forever carry an outcast's mark?—Our children's children will have forgotten that such a question could ever have been put.

For we are well into the morning of a new day. The day of inaccurate, receptive, even of careless statements in Advertising is truly at an end. And the great power of Publicity is being employed to make it clear that doubt as to the new order is as perilous as disbelief in dynamite.

Ten thousand advertising men, working as the Associated Advertising Clubs of America, have demonstrated to every thinking man that the Truth makes Advertising, and that Advertising must be nothing but the Truth. Some have doubted, and for such as they the National Vigilance Committee has a word. Through the local clubs, old laws have been enforced, new ones enacted, and the simple answer "Released on Bail" has quickened, with certain profit-seeking citizens, the long dormant ability to see the light.

Such items as the one in the New York Times, on March 16th, are rarely published twice of merchants in the same community.

Very simply and briefly this item stated that John T. Dunham, of S. P. Dunham & Co., Trenton, N.J., was "held in \$500 bail for trial." The charge was that he had advertised for

\$4.98 a dress "worth \$10." A jury will decide whether or not he told the truth.

Not every newspaper will give space to such events, but there are enough that will to make court action a thing of dread. Boston has had its Kasofsky, Minneapolis its Falkenberg, Pasadena its Leo Misch, and there have never lacked clean newspapers to carry the proof that the unfair competition of the liar is doomed.

At the wonderful Convention of the Associated Advertising Clubs of America, meeting in Toronto, June 23-27, the report of the Vigilance Committee will be well worth traveling far to hear. The Chairman, Mr. H. D. Robbins, will tell the story of a work that has a meaning for every home, and lead a discussion which promises to make commercial history. The temper of the times will be set forth there as "a beacon upon a mountain, and an ensign upon an high hill."

Six hundred million dollars—so the figuring shows—was the expenditure for advertising in the United States and Canada last year. Dollars of iteration were spent where but dimes of plain statement should have been necessary. Men and women discounted the Truth, because the lie ran smoothly beside it. "It's only an advertisement" was said thrice where the message was accepted once. And every man, woman, and child, from Alaska to our Southern line, felt the burden of housing that illegitimate child, Distrust.

The economic waste of undependable advertising makes its survival impossible. The fact that the dishonesty of an individual is an injury to the community has become as clear in advertising as it is in burglary. Men and women—the public at large—you and I—are at last asking why the money of commerce should be any less counterfeit than its advertising.

When the Federal Government standardizes this thought—and the signs that it will are not lacking now—advertising will become one of the cheapest, as it is now one of the dearest, of civilization's tools. Then it will be proudly said, "This is an advertisement"; and the words "Sterling" and "Advertising" will stand akin before the people of the greatest business nations the world has ever known.

Buyers' Guide

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER

57 GOLD STREET NEW YORK

A good side line for salesmen.

SPRAGUE ELECTRIC MOTORS

especially designed for all standard printing presses and printers' machinery.

CANADIAN GENERAL ELECTRIC COMPANY, LIMITED

Montreal, Halifax, Ottawa, Cobalt, Porcupine, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Nelson, Victoria, Vancouver, Prince Rupert

GOOLD, SHAPLEY & MUIR CO., Limited BRANTFORD, ONT.

Winnipeg, Man. Calgary, Alta.
Regina, Sask.

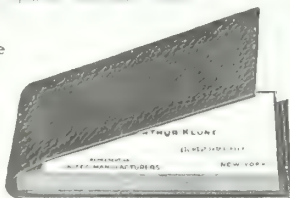
Manufacturers of High-Grade Gas and Gasoline Engines

YOUR Ad. in this space will cost you only \$25.00 a year; \$2.09 a month.

EFFECTIVE SOLICITATION

For the Printer, among his greatest needs, is the means of securing a constantly growing list of business. The people who come to him for printing, and for the different kinds of work he has to do, are the ones who will make his business grow.

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

and while these are being sent, they are not being sent to the printer, but to the printer's customer. The printer's customer will get their business and hold it, and the cards will probably be the smallest item they will buy from the printer. The printer's customer will be the one who will be the printer's customer. The printer's customer will be the one who will be the printer's customer.

WRITE NOW.

The John B. Wiggins Company

Established 1888

Engravers, Plate Printers, Die Engravers

73-75 East Adams Street, Chicago, U.S.A.

ADDRESSING MACHINES.
Mergenthaler Addressing Machine Co., 261 E. Broadway, New York.

BOOKBINDERS' MACHINERY.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Latham Machinery Co., 306 S. Canal St. Chicago.

Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal, Que
BOOKBINDERS' PAPER.
Dobson, Limited, 64 Goswell Road, London, Eng.

CARD CASES.
Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

COST FINDING SERVICE.
E. E. Salt Cost Finding Service, 13 21 Park Row, New York City.

COUNTING MACHINES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Hart, R. A., 1 White St., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
T. W. & C. B. Sheridan Co., New York City.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Golding Mfg. Co., Franklin, Mass.
Oswego Machine Works, Oswego, N.Y.

ELECTRIC NEUTRALIZERS.
De Bois Brennan Co., 23 Park Row, New York
Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.
Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.
Canadian Crocker-Wheeler Co., Ltd., St. Catharines, Montreal, Vancouver.
Diehl Mfg. Co., Elizabeth, N.J.

ELECTROTYPE AND STEREOTYPING.
National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Krause, Karl, Leipzig, Germany.
King, A. R. Mfg. Co., Kingston, N.Y.
FEATURES FOR NEWSPAPERS.
International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.
Goold, Shapley & Muir Co., Ltd., Brantford, London Gas Power Co. Ltd., London Ont.

GUMMED PAPER MAKERS.
Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel & Co., 7 Bridewell Place, London, Eng. and Waverly Park, New Jersey.

IMPRINT MATRICES.
Imprint Matrix Co., Charlotte, N. C.

JOB PRESS FOUNTAINS.
Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wagner Mfg. Co., Scranton, Pa.
JOB PRESS GAUGES.
Megill Ed., 60 Duane St., New York City.
J. C. Leggett, 108 Yonge St., Toronto.

JOB STICKS.
H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.
Dobson, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

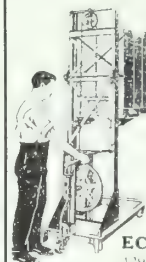
14 ST. ALEXANDER STREET
MONTREAL

High-Grade Bonds

Linens, Ledgers and Writing Papers, also good bonds at a small price.

Get quotations and samples before placing your order.

R. C. KASTNER PAPER CO.
114-116 Worth St., New York City, N.Y.



PORTABLE TIERING MACHINE

enables one man to do the work of four or five in lifting heavy cases, bales, rolls and barrels. Utilizes all your storage space. Safe, Simple and Practicable. Standard and special machines to operate by hand, electricity or pneumatic power. Full information upon request.

ECONOMY ENGINEERING CO.
128 S. Washington Ave., Chicago, Ill.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish.

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 1314-1316, 200 Fifth Avenue, New York

SCREENS

Our "DIAMOND" Screens for Process Engravers are the best and cheapest high-grade, permanently engraved Screens on the market. In competition with others they have been chosen by the principal Process Houses. We are the only English Screen makers have 20 years' experience behind us, and sell from factory to you direct at half the usual prices.

C. I. L. Quotation Free.

F. E. BROWN & CO., Screen Work
51-53 Grafton St. LONDON, ENGL.

THE NEW COMIC HOPS, SKIPS and JUMPS

The International Syndicate

BALTIMORE, MD.

Est'd 1899

Buyers' Guide

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Dek, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224 22d Sheppard Ave., Brooklyn, N.Y.
Western Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago, Ill.

PAPER MANUFACTURERS AND DEALERS.
Beckett Paper Co., Hamilton, Ohio.

Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.

Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.

Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.

Hampton Glazed Paper Co., Holyoke, Mass.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.

Olive & Partington, Limited, Manchester, Eng.

Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.

Rolland Paper Co., Montreal, Que.
Smith & McLaren, Cartside Works, Millikenpark, Renfrewshire, Scotland.

Ticonderoga Pulp & Paper Co., Rooms 934 936 200 Fifth Ave., New York, N.Y.

Howard Smith Paper Co., Montreal, P.Q.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Hellmuth, Charles, 154 W. 18th St., New York.

London Printing Ink Co., 10 Camomile St., London, E.C.

Manton Bros., 105 Elizabeth St., Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

Kidd, John, & Co., Limited, London, Eng.

Muhsam, Max, Berlin-Neukolln, Germany.

Reissner, T., 57 Gold St., New York City.

Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.

Manton Bros., 105 Elizabeth St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Duplex Printing Press Co., Battle Creek, Mich.

Furnival & Co., Limited, Reddish, near Stockport, England.

Golding Mfg. Co., Franklin, Mass.

Goss Printing Press Co., Chicago, Ill.

Walter Scott & Co., Plainfield, N.J., U.S.A.

Huber, Hodgson Printing Press Co., Metropolitan Life Bldg., New York City.

King, A. R., Mfg. Co., Kingston, N.Y.

Swink Printing Press Mfg. Co., Delphos, Ohio.

Hooper & Co., 501-520 Grand St., New York City.

Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. L. Brown & Co., Lancaster.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.

Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Lauston Monotype Machine Co., 406 Lumsden Building, Yonge and Adelaide Sts., Toronto.

Linograph Co., Davenport, Iowa.

International Typesetting Machine Co., 182 William St., New York City.

Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Hamilton Mfg. Co., Two Rivers, Wis.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

WISE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

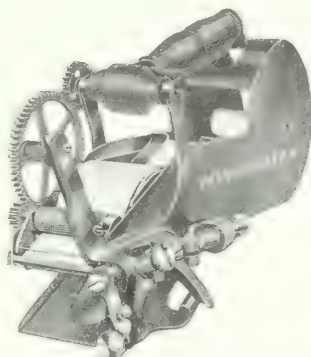
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all
Printers' Supply Houses.

TORONTO TYPE
FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



ARE YOU **SATISFIED** WITH YOUR
PRINTING INK? IF YOU ARE, OR IF YOU ARE
NOT, YOU WILL BE MORE THAN SATISFIED
WITH OURS, WHICH IS OF THE BEST QUALITY
AND LOWEST PRICE.

ELPIC PROCESS BLACK "A" - at 22c. lb.
ELPIC PROCESS BLACK "B" - at 30c. lb.
ELPIC PROCESS BLACK "C" - at 42c. lb.
BRONZE BLUE, Good fiery shade at 36c. lb.
LITHO INKS 4c. lb. extra

They are a distinct improvement on anything offered to the trade,
at 36c., 48c., 60c. per lb.

All prices F.O.B. English Ports, or quotations C.I.F.

RUN FREELY. NO OFFSET. NO WASH UP.

Let us send you a free sample to show why we should
have your next order.

THE LONDON PRINTING INK CO.

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Cables: "Rotinews London" Western Union Code



TINTED ART BOOK

Stocked in 4 delicate tints—Sky Blue, Sea Green, Primrose, Flesh. Exceptionally good printing qualities for half-tone work. Used for inserts in catalogues, price lists, etc. Circular letters printed on Tinted Art Book are attractive, particularly where a half-tone plate or line engraving is used for the heading. Stocked at Montreal and Toronto. $24\frac{1}{2} \times 36\frac{1}{2}$ —60 and 28×42 —70. Special sizes, weights and tints made to order in lots of 1,200 lbs. or over.

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PAPER MAKERS

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WINDSOR MILLS, P.Q.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give any lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog or the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic advertising—is in its effect not unlike a sound which, heard but faintly once, is lost in space and soon forgot.—*Printing Art.*

N.L. 2

NIGHT LETTER

The Great North Western Telegraph Company of Canada.
 Exclusive connection with the
WESTERN UNION TELEGRAPH CO.
 Z. A. LASH, PRESIDENT

Cable Service
to all the world
GEO. D. PERRY, GENERAL MANAGER

Receiver's No. Dr An Time Filed 27 Collect NA Check _____

SEND the following NIGHT LETTER subject
to the terms printed on the back hereof,
which are hereby agreed to. Dr Windsor Ont., April 13-14

Manton Bros.,
105 Elizabeth St., Toronto
Ship J. G. Premier, am mailing
cheque and contract.

Here's the Kind of Orders We're Receiving Every Day

Surely they bespeak unusual confidence and trust in the merits, value and efficiency of the Best of All Two-revolution Presses—

The PREMIER

and it's little wonder, either. For in actual experience Canadian printers are proving the Premier possesses in a single machine not only *all* the good features of other two-revolution presses, but many other invaluable ones as well. The Premier stands *supreme* among two-revolution presses in strength, swiftness, smoothness of operation, and in quality and quantity of output. Just take the double delivery as an example of its simplicity and efficiency. No loss of time in changing the Premier's double delivery from printed side up to printed side down, or vice versa—the change can be made in two minutes.

Then there's the unequalled distribution. The Premier enables you to secure the heaviest, densest and more even distribution and is specially adapted for the finest half-tone and color-process work. Special adjustments ensure absolute register. Surely these are just the qualities you need to enable you to give your work a character and quality that will distinguish it wherever distributed.

Write *at once* for more complete information and quotations.

MANTON BROS., TORONTO

MADE IN



CANADA

THE PAPER THAT HAS STOOD THE TEST

Earnscliffe Linen Bond

It is a matter of pride with us to turn out nothing but the best.

All consumers of Paper who have regard for one of the best Papers made will give EARNSCLIFFE LINEN BOND a trial.

Envelopes to Match.

Sample sheets furnished on request.

The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

HIGH-GRADE PAPER MAKERS

Mills at St. Jerome
and
Mont Rolland, P.Q.

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

*PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES*

92 McGill Street, Montreal

'Phone Main 1892

Ask for free copy of my Price List of Commercial Printing

for SALE

A COMPLETE ELECTROTYPE FOUNDRY IN MONTREAL

The machinery is now in storage and will be sold as a whole at about 45 cents on the dollar. Foundry was discontinued several months after being started and machinery is in good condition. For list of machinery, prices and terms, write to

WILLIAMS-LLOYD MACHINERY CO., 638 Federal Street, CHICAGO, ILL.

INTERTYPE Model B

—the first multiple magazine composing machine designed for high speed and simplicity of operation—the first to have a simple escapement and a satisfactory magazine shifting mechanism—the first machine from which BOTH magazines are quickly and easily removable.

Price, \$2,750

Q The change from one magazine to the other is made in a second. There are no fragile or complicated parts to get out of order.

Q The magazines are interchangeable. Either can be removed by one man in twenty seconds, from the rear just as the Model A magazine is removed.

Q The machine has a Universal Ejector with solid blades for all measures. It can be set instantly from the operator's chair.

Q A new device in the assembling elevator enables the operator to set italic and mixed lines with perfect ease. It can be set instantly to raise a single matrix or any number of matrices, to the auxiliary position. The chute spring is another distinct improvement.

Q Other Model B improvements include a simplified spaceband box, a new device on the first elevator which eliminates those troublesome spring pawls, a font distinguisher which can be set from the front of the machine, and a mold slide safety lock.

Q The machine is equal to our single magazine Model A in speed and in every other particular. Equipment includes two fonts of two-letter matrices and two universal molds. Price, \$2,750 f.o.b. Brooklyn, N.Y.

No One Now Need Buy Monopoly Machines

Our Model A Single Magazine Intertype has been successful because of its pronounced superiority to any other composing machine on the market.

It has successfully met the competition of seven different models of single and multiple magazine line casting machines.

It has given the Intertype a reputation for superior quality which all the unfair attacks of our competitor cannot injure.

Now that there is a Multiple Magazine Intertype on the market, equal in every particular to the Model A and superior to it in versatility, no printer need look to the former monopoly for a composing machine for any kind of work.

“INTERTYPE” MEANS
“THE ACME OF HIGH QUALITY”

WRITE FOR CATALOGUES

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg

IT IS NOW TIME THAT YOU
SHOULD ORDER

SUMMER ROLLERS

ROLLERS SHOULD BE WELL SEASONED
BEFORE THE HOT WEATHER COMES.

CANADA PRINTING INK CO., LIMITED
15 DUNCAN STREET :: TORONTO, ONT.

Goes

ESTABLISHED 1879

Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1915 - CALENDAR PADS - 1915
ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO
WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T.

SAMPLES AND PRICES ON REQUEST.

*Goes**Goes*

Say you saw it in PRINTER & PUBLISHER.

NATIONAL PAPER COMPANY

LIMITED

Head Office and
Eastern
Warehouse :
READ BLDG.
MONTREAL,
P. Q.

Manufacturers of
**HIGH-GRADE COATED
BOOK, LITHO and LABEL
PAPERS, also DULL-FINISH
BOOK and BOXBOARD**

MILLS
AT
VALLEYFIELD
P. Q.

Toronto Warehouse :
156-160 John Street
Toronto

Western Representatives :

TEES & PERSSE, LTD.
Winnipeg, Fort William, Regina,
Moose Jaw, and Saskatoon

TEES & PERSSE
of Alberta, Ltd.
Calgary and Edmonton

We are now carrying a
complete stock of all regu-
lar sizes and weights at
Montreal, Toronto, Valley-
field and Winnipeg, from
which immediate ship-
ments can always be made.

Important Announcement

WE take great pleasure in announcing to our
many Canadian customers that we have
established a manufacturing branch at 70-72
York St., Toronto, Ontario, Canada, where all our
machines can be purchased at the same list prices
as in the States,—that is, duty and transportation
free.

With the opening of this manufacturing branch
we are now in a position to give you the same
prompt and satisfactory service as given to our
home trade.

Telegraph, telephone or mail us your orders.

THE ROBERTS NUMBERING MACHINE CO.

70-72 York St. - Toronto, Canada

Telephone No. : ADELAIDE 1374

Home Office : BROOKLYN, N.Y.

"Health, Kindness and Courtesy"

• Everything in this world is largely attitude of mind. No day is beautiful to the man who has indigestion or who has spent the night before at a "smoker."

• If we radiate good health and good cheer we will get these things back in return. Good humor, courtesy and kindness, pays splendid dividends and a good long while ago someone said: "As ye sow, so shall ye also reap." This is a fact in Nature, and while we are not indebted to any book or particular individual for this fact, it is, however, a truth which we oftentimes overlook.

• A grouch begets a grouch. If a man thinks failure, talks failure, contemplates failure, fears failure, then, verily, failure is on the wing and the spiders are weaving their webs over the door of this man's success. These things constitute what is known as personality, and personality is experience and observation put through a refining process. People with splendid and magnetic personalities have little to say about headaches, indigestion, tonsillitis and appendicitis, because these do not constitute personal magnetism.

¶ The generally accepted theory among intelligent folks nowadays is that a large per cent. of sickness is the result of a large per cent. of foolishness—and people not being anxious to advertise the fact that they have been foolish, silly or indiscreet, say very little about their aches and ills.

¶ If a man sets out in life to accomplish certain things and is willing to sacrifice enough to accomplish his particular purpose, there is hardly any probability that his ambitions will be defeated—unless he should come in contact with a street car or a benzine buggy and so it is a fact that **we get back just about what we give.**

• If we assume an attitude of grief and despair, and carry our troubles, domestic or otherwise, to the office, tell our co-workers about our sleepless night, tell our troubles and ailments to our friends, discuss the latest death with our customers, rehearse the sickness of the community, then we naturally put a clog in the affairs of the day; in other words, we have cut off the power and our business gets indigestion, and if this is kept up sufficiently long, we are sent to

the hospital and our business is turned over to our creditors.

¶ If we become excited and angry over the little affairs of the day, get into heated discussions and arguments on politics and religion, tell those who are attempting to assist us that we are not feeling well, then we are preparing for the "toboggan slide." If we are to become a power, if we are to dominate, if we are to really hold the reins, to take possession or to take advantage of conditions, then it is necessary for us to store up power, and power, mind you, is not stored up by discussing trivial affairs, by rehearsing disappointments and attending funerals.

¶ The world has had enough of the grouch. The trouble with business, and practically the only trouble with business to-day, is a lot of old-fashioned, old-fogy, out-worn notions which should have been discarded about fifty years ago—or, better still, which should have been lost on the morning the stars were set in the sky. There are just enough of these people in business to-day who start an occasional panic and create a feeling of uncertainty and uneasiness in the business field which gives the entire machinery of things a setback, from which it requires a year to recover.

¶ The principal things that each individual should cultivate more and more are kindness, the work habit, and, above all things else, the **Health Habit.** And just remember this one thing: nothing is so very bad after all. It all depends on the way we see it. If we are to insist on being miserable ourselves, let us retire to the hills and live in a cave or in the crater of an extinct volcano, or let us go where we will not come in contact with other people, where we will not be a burden to those who desire to be happy, to those who desire to do useful work. No man can conduct an intelligent conversation with "a toothache." No man can write clearly, lucidly and entertainingly on any subject after he has overeaten, over smoked or overdrunk.

¶ Once more, remember the Moral—we need to cultivate kindness, courtesy and temperance in all things, even if we believe in "prohibition in none"; and remember also a good place for courtesy and kindness is in your business and among your business associates, as these assets can be and are used for business purposes.

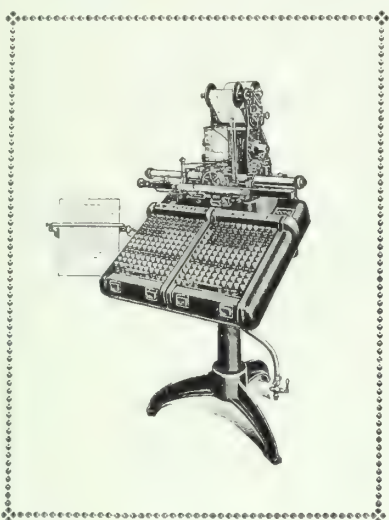
Efficiency

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Always on Live Copy *Is Continuous Production*

THE Monotype is as nearly 100 per cent. efficient as a composing machine can be made.

It is the only composing machine that is always on live copy for it is the only machine that doesn't have to "back-track" for corrections; even the change of a letter by the slug method frequently requiring magazine, mold or other changes.



Monotype corrections are made by hand at the case, for a minimum correction cost.

Slug machine correcting and changing is a "back-tracking" system—and costs man and machine wages, plus lost time on a machine that should be on live copy.

Continuous Production sums up the work of the Monotype; for the keyboard is as simple as a typewriter and the caster is wholly automatic.



Lanston Monotype Machine Company
Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

Toronto
Lumsden Building

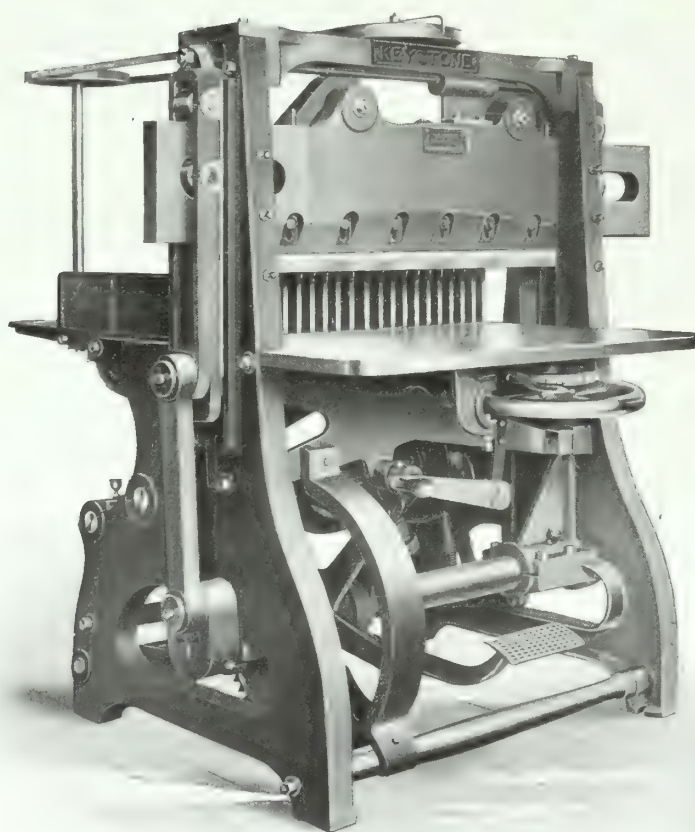
Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

A Great Saving in Cutting

IS MADE POSSIBLE BY USING THE

“KEYSTONE” AUTOMATIC and FOOT CLAMP CUTTER

LET US TELL YOU WHY!



First, the “Keystone” is simple in construction, and has no intricate or complicated parts to get out of order.

Second, the “Keystone” is safe and easy to operate, all adjustments being convenient and simple for the operator.

Third, the “Keystone” requires less power to operate than any other cutting machine in the market.

Fourth, the “Keystone” is not only accurate and rapid in operation but will do work which cannot be done on other cutting machines, as has been demonstrated time and again.

Another thing, the “Keystone” is equipped with the most efficient automatic brake ever applied to a paper cutting machine, minimizing the possibility of accident to the operator, for it stops the machine instantly at any point when the brake is applied.

An investigation of the merits of the “Keystone” will convince you that it has no equal for simplicity, efficiency and durability.

Let our Agents, Messrs. Stephenson, Blake & Co., 60 Front Street West, Toronto, give you a practical demonstration of the “Keystone” in their showroom—we know you will be interested.

THE STANDARD MACHINERY CO.

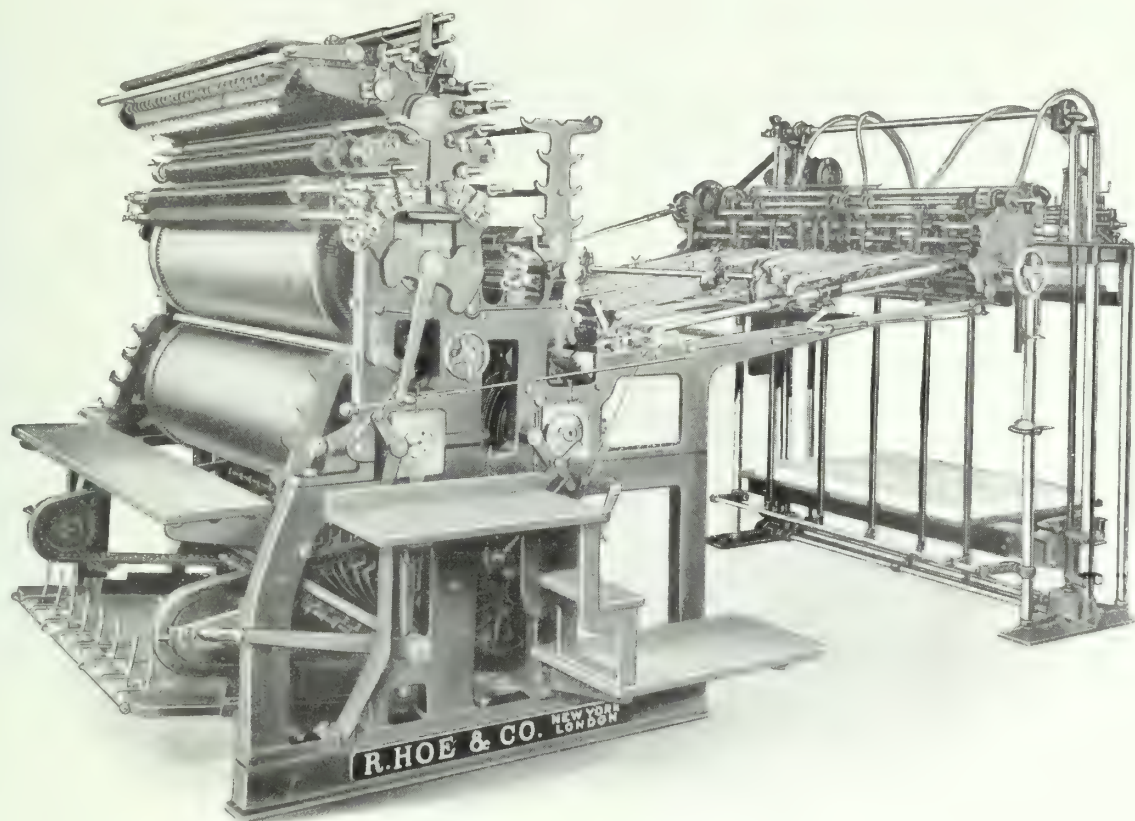
Builders and designers of Embossing Presses of all kinds, Paper Cutting Machines, Die Cutting Presses and Bookbinders' Machinery.

Main Office and Works
MYSTIC, Connecticut

Sole Selling Agents for Canada: STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto

DEPENDABLE

—that's the only word we can use for this machine—the HOE NEW MODEL ROTARY OFFSET PRESS—because it embodies all that is essential for fine work at high speed and the well-known Hoe qualities of strength and durability. It is made of the best materials and was only put on the market after the most extensive experiments—experiments which have proved conclusively to the trade that our press excels in simplicity of construction, in reliability, in accuracy of register, and in quality and quantity of output.



Hoe Machines are all made along these lines, and our

NEW MODEL ROTARY OFFSET PRESS

is no exception. If you are in the market for a machine of this character, or are considering the purchase of one—it will pay you to investigate ours. For Further Particulars Apply To

R. HOE & CO.

504-520 Grand Street, New York, N.Y.

ALSO AT:

7 Water Street
Boston, Mass.

7 So. Dearborn St.
Chicago, Ill.

120 St. James Street
Montreal, Que.

109-112 Borough Road
London, S.E., Eng.

FAULTS IN CANADA'S IMMIGRATION POLICY

Canada's rural population has suffered from the exodus of many of the best young men. The policy of our immigration authorities has not brought in the desirable rural Briton to take their places. This fact is brought to our attention by a careful writer and thinker in the May issue of "MacLean's Magazine." He has travelled and lived for some time in Australia and has observed the systems employed in each Dominion and the results that are obtained. His conclusions are irresistible.

There is reason in his assertions and the comparisons are well worth the study of every Canadian.

Besides this, the May issue fairly bristles with interesting sketches, all superbly illustrated by some of the best Canadian talent. Here are a few of the subjects that are treated:—

The Peace River Kingdom.
 Canadians at Harvard.
 SG And Still At It (a McClary Study).
 The Law and the Motor.
 A Little Stage Princess.
 A Plea For Lacrosse.
 The Business Outlook.
 The Youth's Best Book.
 Efficiency in the Individual.
 Genius of Germany's Electrical Forces.

With an unusually choice quota of choice stories by such authors as Alan Sullivan, Britton B. Cooke, Robert E. Pinkerton, L. R. Rorke, and Quentin Quarren.

The Review of Review department and the illustrations are stronger than usual. Dudley Ward's drawing, "Nothing New Under the Sun," is a clever one. Order now.

Send us a postcard and have your name placed on our subscription list.

Subscription, \$2.00 a year.

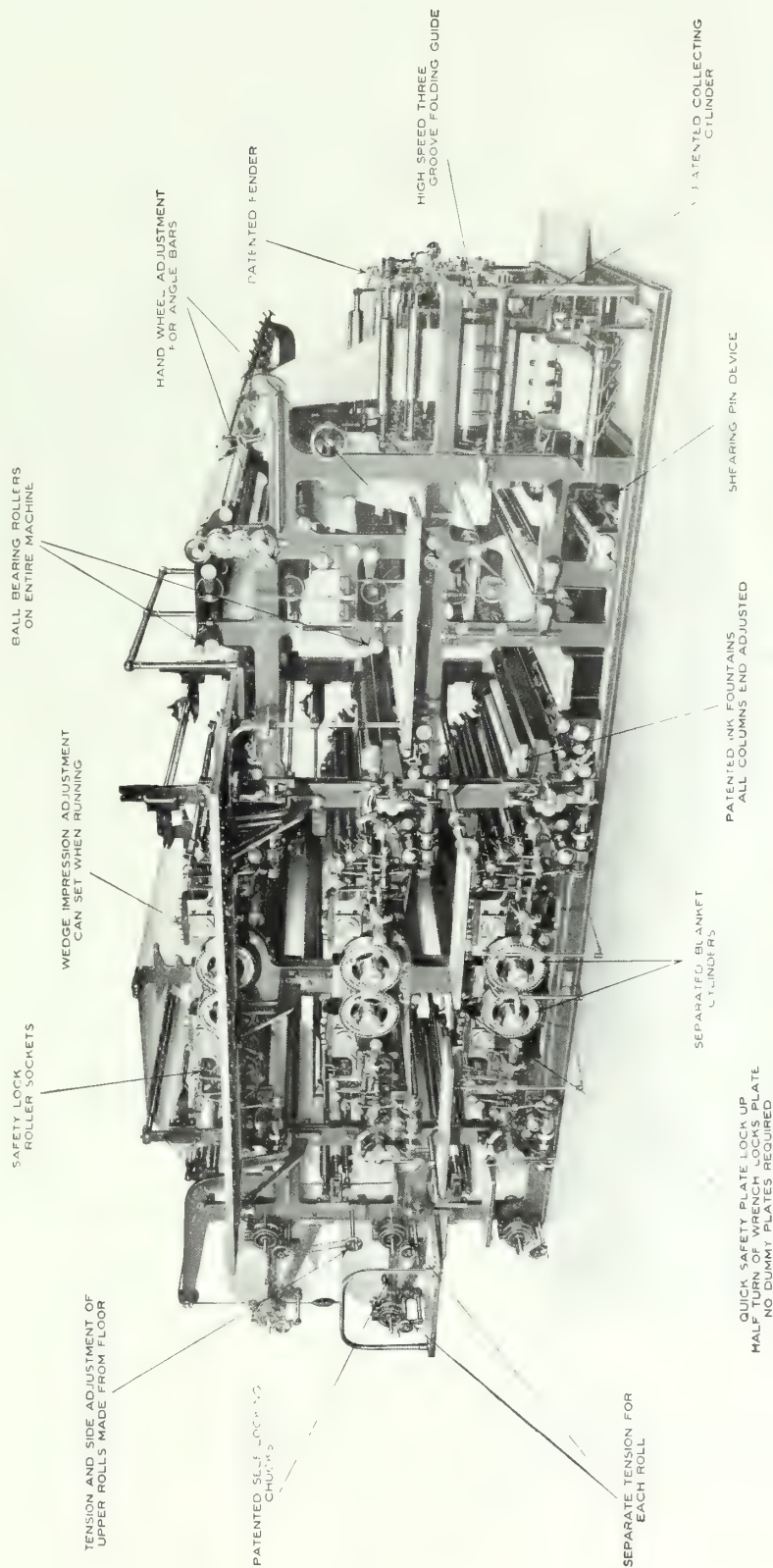
Twenty cents a copy.

WRITE DEPARTMENT M.

THE MACLEAN PUBLISHING CO., Limited
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GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES



There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

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THE GOSS PRINTING PRESS CO.

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CHICAGO, ILL.

The Hamilton System of Steel Construction is a UNIT System

The Hamilton System of Unit construction represents the greatest advance in Composing Room Equipment for a generation. It is of the utmost importance to every printer considering the problem of plant betterment, with subsequent cost reduction.

Units to accommodate every requirement of the job or newspaper composing room, are built in quantities. Each Unit is an individual piece of furniture. The holding frames are also carried in stock in various lengths. The units and frames can be quickly assembled and the largest orders can be filled on short notice.

Printers equipped with furniture built on the Unit System can change the arrangement of the component parts at small expense as the necessities require. Note the letter here reproduced showing the experience of the Milwaukee Sentinel. A moment's consideration should convince any thinking printer of the importance of the Unit System, as it can be applied to his own office.

It is safe to assume that only Steel Furniture in Unit construction will be sold to printers within the very near future.

THE MILWAUKEE SENTINEL

March 21, 1914.

Hamilton Mfg. Co.,
Two Rivers, Wis.

Gentlemen:—

Kindly accept my thanks for the prompt manner in which you responded with regard to the changes which we have in mind in the equipment which you are making for us.

Before we placed our order with you, your Mr. Suddard told us a great deal about the advantages of the Unit System. I must admit that I was somewhat skeptical as to whether it would work out as nicely as he represented, but all doubt has now been eliminated.

You will recall that our order was based entirely on a seven-column paper. Since that time we have decided that we might as well prepare ourselves for the future in the event of our ever going to eight columns.

To our great surprise we found that the change could be made without any serious trouble, although the furniture was practically finished when we made our request.

This certainly demonstrates the success of the Unit System.

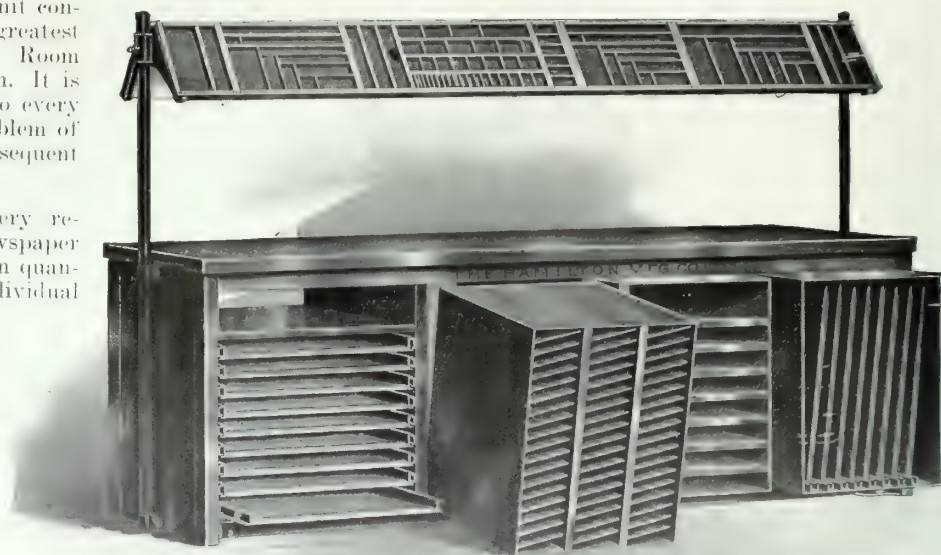
I want to thank you again for the promptness with which this matter has been handled.

Yours truly,

JOHN POPPENDUCA, Jr.,

Business Manager.

NEW CATALOGUES NOW READY AND SENT FOR THE ASKING.



Showing the holding frame and units in process of assembling.

RECENT INSTALLATIONS

Daily News, Minneapolis, Minn.—Complete Composing Room equipment in all-steel construction, sold through Barnhart Brothers & Spindler, St. Paul, Minn.

Daily News, Omaha, Nebr. Complete Composing Room equipment in all-steel construction, sold through Barnhart Brothers & Spindler, Omaha, Nebr.

State Printing Office, Topeka, Kans. Complete outfit of Composing Room Furniture in all-steel construction, designed and laid out by the Efficiency Department and sold through the Kansas City branch of the American Type Founders Company.

The Price, Lee & Adkins Printing Co., New Haven, Conn. Galley Storage Outfit, Cabinets of wood construction; galleys, one-piece pressed steel construction; sold through the American Type Founders Co., New York.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

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Toronto, 70 York St.
Montreal, 345 Craig St. W.
Winnipeg, 175 McDermott Ave. E.
Calgary, Alberta.
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Rex A. Hand, Representative for
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c/r Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & J. Toronto, 7 Jordan St.
Richard J. Winnipeg, 123 Princess St.
Printers Supplies Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
124 York Street, Toronto

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

YOUR *Catalog is Ready* *For You*

We have a free catalogue here for you—it may be any one of five. It is for you to say which we shall send you. Each of them contains many pages of vital matter—each a regular mine of information for any printer who is interested in greater job plant efficiency.

COMPLETE CATALOG OF PRINTERS' MACHINERY AND TOOLS. This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF PEARL PRESSES. This is for the man interested in a small, fast press for small work—for the rapid production of such as envelopes, tags, statements, bill heads, note heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF TOOLS AND SUPPLIES. Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Hot Embossers, etc., etc.

CATALOG OF GOLDING JOBBERS.

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, unexcelled ink distribution—a press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF GOLDING CUTTING MACHINES. This is for the printer

interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes 8-inch up to 36-inch, and adaptable for cutting or trimming of paper, cardboard, thin metal, leather, cloth, veneer—all stocks from tissue to tin.

We are not sending these catalogs out promiscuously but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it.

Under the circumstances, we invite you to write us indicating the catalog you would like to have sent you and we will gladly serve you. Now is the best time to send your request.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

AGENTS:

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American Type Founders Co., Vancouver

Geo. M. Stewart, Montreal
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"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres.

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128-130 PEARS AVENUE

TORONTO, CANADA

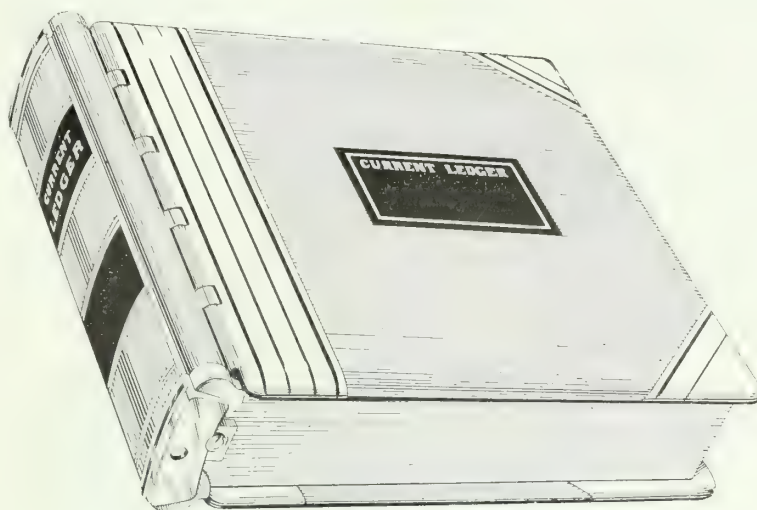
Manufacturers of

Printing and
Litho Inks,
Dry Colors and
Varnishes

*The Only Manufacturers
of the famous*

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre



INSTALL A STANDARD COST SYSTEM AND CHECK US UP ON THE FOLLOWING STATEMENTS:

1st. It costs the average printer from 20 to 100 per cent. more to manufacture Loose Leaf and other Office Stationery Specialties than you can purchase for from us. *Keep Job Cost Sheets.*

2nd. The loss of your customer's confidence very frequently starts with your attempt to manufacture for him some specialty for which you are not properly equipped to make or with which your employees are unfamiliar.—*Classify your Errors, Credits and Complaints.*

3rd. The Error Account incident to manufacturing Specialties is fully 100 per cent. more than on straight commercial work. *Separate your Sales and Error Accounts into Commercial and Specialties, then arrive at your percentage of errors on each in proportion to your sales.*

WE ARE PREPARED TO SUPPLY TO
THE TRADE ONLY Completed Binders.

completed forms, i.e., forms that are ruled, printed, punched, crimped, etc., etc., ready for use; plain paper in various sizes, grades, colors and weights, specially devised to meet all requirements; ruled paper, either in large sheets or cut to size and punched all ready for printing; metal parts of binders, bindery supplies, etc., etc.

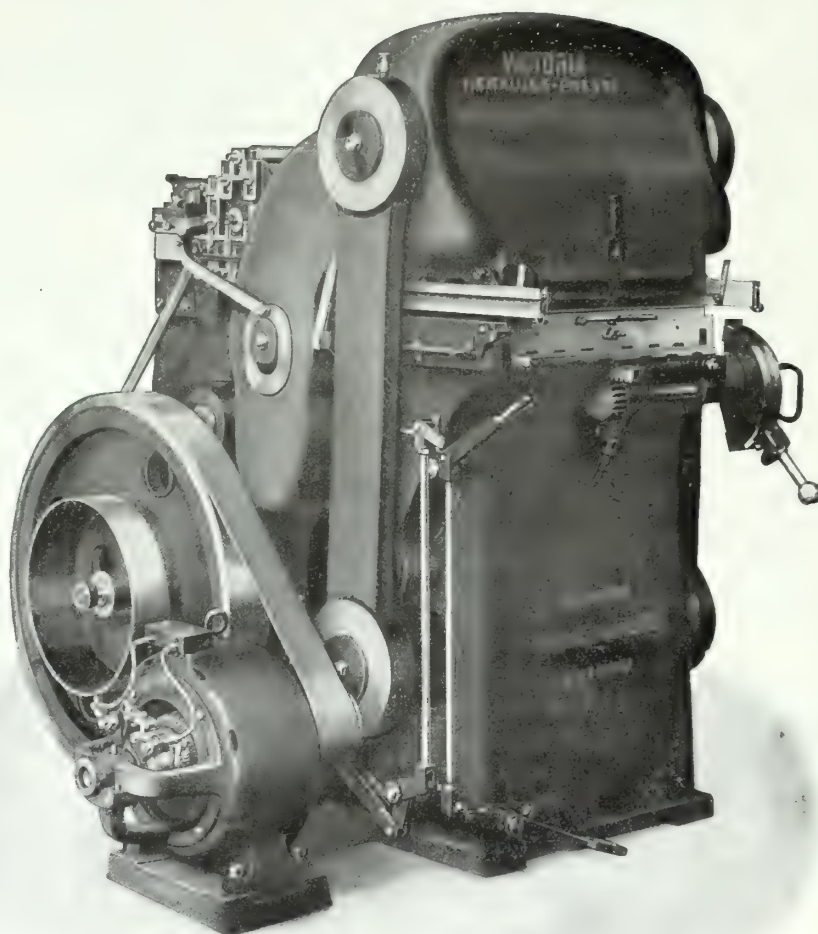
We also manufacture all kinds of special sheets, either partially or entirely completed. Owing to the great variation in costs of manufacturing special forms, even when made of the same kind and size of paper, prices can only be furnished upon receipt of a sample or dummy sheet with your enquiry, stating quantity wanted and quality of paper.

Use Canadian Standards and avoid complications incident to size, punch, quality, etc., etc.

Write us *to-day* for our Special
Offer to Printers and Publishers.

PRINTERS' SPECIALTIES, Limited, Toronto

The Strongest and Quickest Power Press in the World
is the
VICTORIA HERCULES PRESS
WITH AND WITHOUT PRINTING ATTACHMENT



All the advantages of the Victoria Platen Press with those of the most powerful Blocking Press, will Emboss, Print, or Print and Emboss up to

20 SHEETS A MINUTE

It can be stopped and started instantaneously and can be stopped under pressure at will. The work is laid on the stationary table, the Platen coming down.

Automatic handguard stops the Machine if the minder's hand is in danger.

Perfect register. Pressure up to 400 Tons.

THE VICTORIA HERCULES is built for the heaviest work, for bookbinders, blockers, embossers, printers, bookmakers, etc.; is the most useful machine for gold and foil blocking, cameo, embossing, box top embossing, box making, cutta-crush work, leather graining, paper dish and lace work, printing and proving, etc.

Must be seen to be appreciated. Write for catalogue to

STEPHENSON, BLAKE & CO., 60 Front St. W., Toronto
or THE VICTORIA PRESS MFG. CO. LTD., Clifton Buildings, Vandy St., LONDON, E.C.

BROWN BROS., LIMITED

Call the attention of the *Printing* and *Bookbinding* trade to their large stock of Bookbinders' supplies.

Leathers, all kinds	Press Boards	Ruling Colors
Corduroys	Parchment	Ruling Pens
Ducks	Hayes Thread	Headbands
Canvas, etc.	Webbing	Index Tabs
Marble Papers	Gold Leaf	Locks
Leatherettes	Egg and Blood	Knives, Folders, etc.
Gummed Muslin	Albumens	Silk and
Binding Boards	Marbling Colors	Mercerized Cords

Agents for Winterbottom Cloths

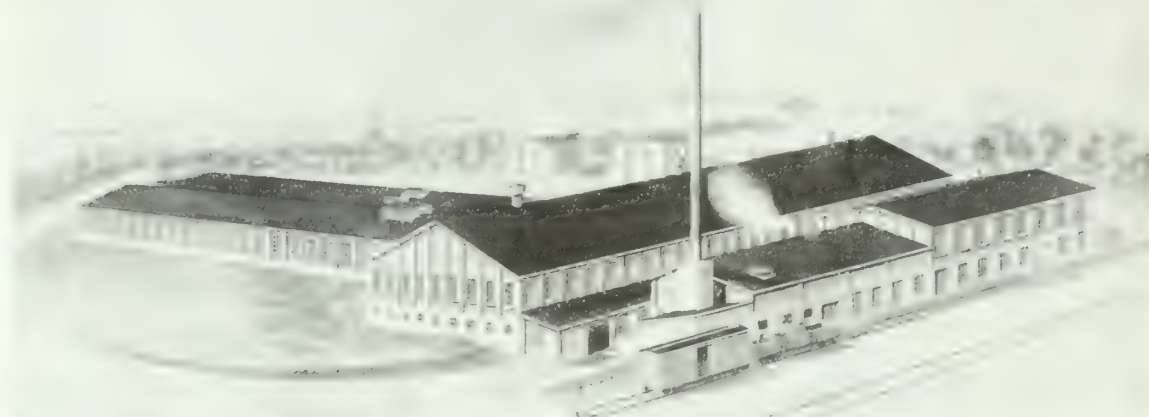
WRITE FOR SAMPLES

SIMCOE, PEARL and ADELAIDE STS., TORONTO

WHY let that idle press run up your costs and overhead when you may readily dispose of it through a

PRINTER & PUBLISHER
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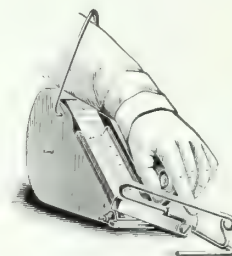
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Established 1903

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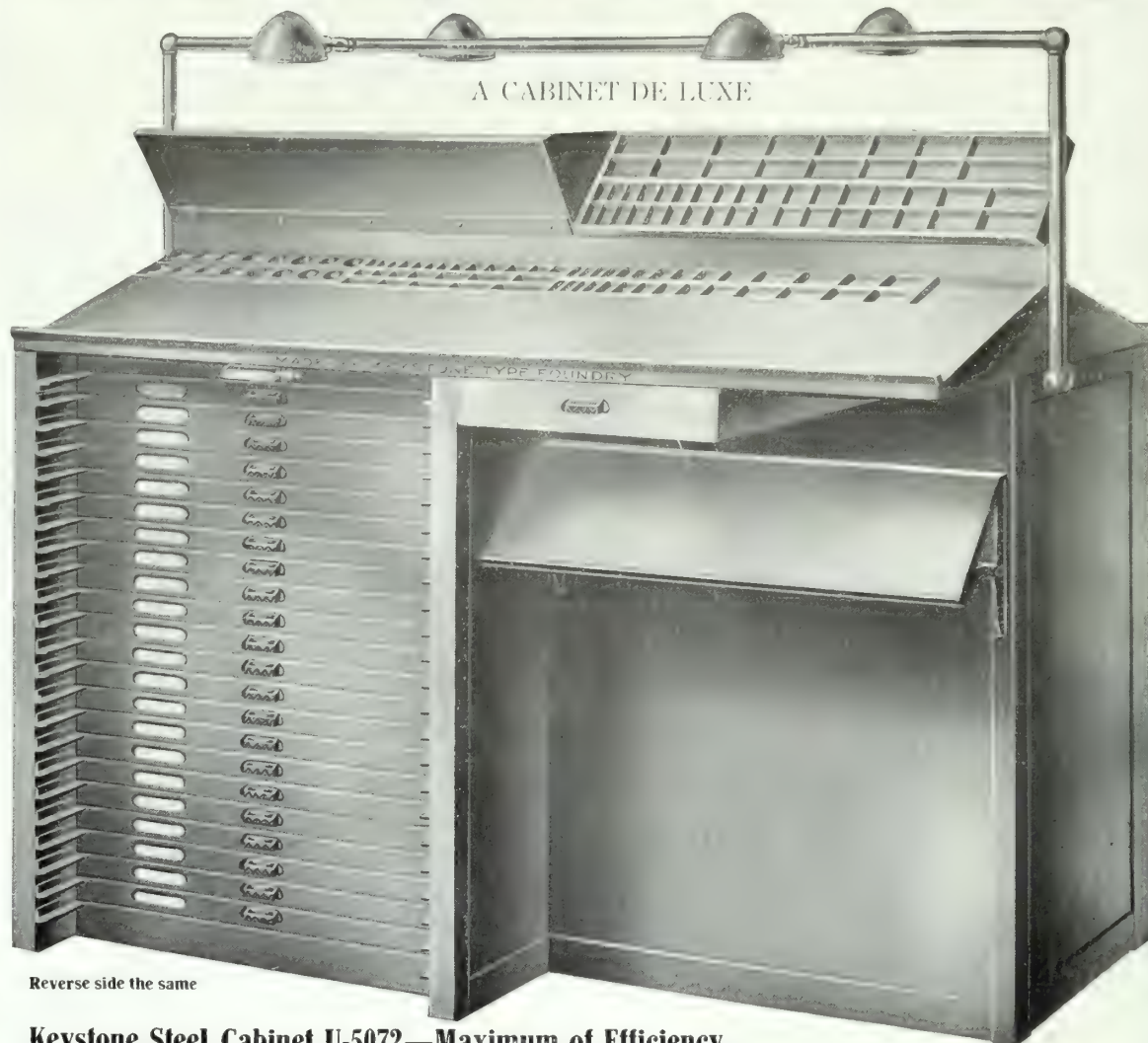
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PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, May, 1914

NO. 5

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PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
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Canadian Printers Will Organize at Once

Cost Congress Accepted Proposal of Cost Commission to
Form Section of C.M.A.—Plan Has Many Good Features

THE outstanding feature of the Third Canadian Printers' Cost Congress, held at Toronto, April 16 and 17, was the acceptance of the recommendation of the Canadian Cost Commission for Printers to form a Printers' Section of the Canadian Manufacturers' Association, along the lines set forth in its report.

This recommendation was the result of a thorough investigation on the part of the Cost Commission of each of the propositions which were placed before it. These were: (1) affiliation with the United Typothetæ of America; (2) an independent Canadian organization; (3) an organization to affiliate with the Canadian Manufacturers' Association.

The reason for dismissing the proposal to affiliate with the U.T.A. was the failure to reach a satisfactory agreement with that organization. In the case of the proposal to form an independent Canadian organization the principal objection was the difficulty in financing such an undertaking. The third plan, that recommended by the Cost Commission and accepted by the Congress, was perhaps the one which met with least favor at first, but it improved upon closer acquaintance and after going into it most thoroughly the Commission found it had much to commend itself, embodying many of the desirable features of an independent Canadian organization without involving prohibitive expense. At the same time it should be pointed out that no matter what the form of organization decided upon it must receive the whole-hearted support of those engaged in the printing industry throughout Canada if it is to be the unqualified success necessary in order to do effective work.

MANY BENEFITS BY JOINING WITH C.M.A.

Briefly the plan is this. The printers of Canada are to form a Trade Section of Canadian Manufacturers' Association, having a similar relationship to the parent body as does any of the trade sections of that organization now in existence. It will have all the advantages which go with affiliation with the C.M.A., such as office and equipment, service of the various departments—insurance, tariff, legal, transportation—the staff of the association for special work and the prestige and financial backing, conditionally, of the C.M.A.

At the same time the Printers' Section, though subject to the constitution and by-laws of the C.M.A., will be very largely a law unto itself. It will draw up its own by-laws, elect its own chairman, vice-chairman, secretary and

executive committee, hold its own annual meeting, and deal finally with all matters affecting only the industry it represents.

Thus it will be seen that there are many advantages accruing from the plan of organization decided upon, which the economy as against the cost of organizing and operating an independent national organization is apparent. It is by contrast like stepping into a furnished house with a staff of servants ready and waiting, instead of one that is quite empty and in which a great deal of preliminary work must be done before any real progress could be made.

The question of organization came up for discussion at the morning session on Friday, April 17, the second day of the Cost Congress, and was introduced by the chairman of the Cost Commission, W. A. Desbarats, of the Desbarats Printing Co., Montreal.

ORGANIZING FOR TRADE BETTERMENT GREAT NEED.

Mr. Desbarats pointed out the extreme importance of a national association. "It would," he said, "be the vehicle by which the ills of which we are all complaining can be remedied. It is only by getting together that we can arrive at a satisfactory solution." The speaker referred to the second Cost Congress held at Montreal in October, 1912, at which a resolution was passed authorizing the Cost Commission to confer with the Executive Committee of the U.T.A. with a view to affiliation with that organization at an early date, keeping in mind certain conditions stipulated by the Congress. The Commission had gone into the matter very fully with the officers of the Typothetæ but had been unable to reach a satisfactory settlement. The proposal to form an independent Canadian organization was, in the opinion of the Commission, too expensive an undertaking for the printers of Canada to finance at the present time. The Commission had, therefore, considered a third proposition, that of forming a Printers' Section of the Canadian Manufacturers' Association, and it was this plan which it was finally decided to recommend to the Congress. The result of the Commission's labors was set forth in its report, which the chairman now called upon C. H. Tice, of Montreal, the secretary-treasurer, to read.

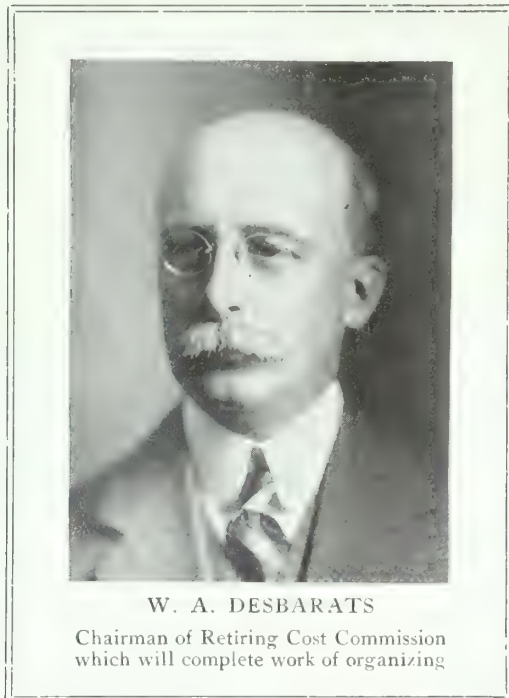
REPORT DISTRIBUTED AT CONGRESS.

In view of the fact that copies of the report had been distributed on the previous day and consequently all had had an opportunity of digesting its contents for them-

selves, H. H. Hull, Edmonton, suggested that the report be considered read and only the conclusions which embodied the findings of the Commission be read by the secretary. Mr. Hull's suggestion met with the approval of the meeting and the chairman so ordered.

The first seven and a half pages of the report cited the resolution of the Montreal Convention and gave in detail the history of the negotiations carried on with the U.T.A. Inasmuch as the outcome of these negotiations has already been reported in *Printer and Publisher*, it is considered unnecessary to take up space by printing that portion of the Commission's report here.

"In the meantime," says the report, "negotiations were



being carried on with the Canadian Manufacturers' Association, the result of which was a report from the secretary of the Association to their Executive Committee, the relevant parts of which are as follows":

Report of the C.M.A. Secretary re Proposed Printers' Section

The proposal is to organize the printing business of Canada along the lines of the United Typothetae of America. The organization would have similar objects and would be financed in a manner similar to that of its United States contemporary, but instead of being operated independently it would be operated as a section of the C.M.A.

1. OBJECTS.

Generally speaking, the objects of the proposed organization are to install cost systems, to extend trade acquaintance, to disseminate knowledge as to plant equipment and operation, to establish better relations with allied trades people, and to improve in every possible way the conditions of the printing industry in Canada in all its branches.

If it devotes itself to these purposes, there would not appear to be any objection to its operating as a wing of the C.M.A., because such work appears to be perfectly legitimate.

2. NEED FOR THE ORGANIZATION

As showing the need for some form of organization it is alleged

1. That the printing industry, as shown by the census, etc., is 6th in the amount of capital invested and 82nd in the list of profit returns.

2. That there are more failures in the printing business in

proportion to the number of plants and capital invested than in any other classified line of business.

3. That probably not 5 per cent. of the printers in Canada have systems installed that enable them to figure their costs even with a fair degree of accuracy.

If conditions in the business are as here represented, the C.M.A. could readily justify itself in encouraging the proposed organization.

3. TRADES TO BE COMPRISED

The memorandum of the printers indicates that the Section would be composed of the following trades:—printing, binding, lithographing, embossing and type-setting. Engraving and electrotyping being closely allied trades, it is suggested that the Engravers' Section might be merged with the Printers' Section.

4. ESTIMATED MEMBERSHIP OF THE SECTION.

According to a memorandum prepared about a year ago, the number of printing plants in Canada was as follows:—

Strictly job offices	677
Newspapers with job offices attached.....	952
Specialists with job offices	60

Total

Of the 677 strictly job offices, it is estimated that 50 per cent. of

Of the 952 combined news and job offices, it is estimated that the Section would secure as members 10 per cent. or....

Of the 60 specialists, it is estimated that the Section would obtain 10 per cent. or

440

Of the present membership in the C.M.A. only 111 would be eligible for membership in the Section, so that if the expectations of the promoters are realized, the Association would stand to gain 329 members.

5. EXPENSES.

The estimate that has been prepared to show the expenses of the proposed organization indicates that the following officers would be necessary at the salaries shown.

General Secretary	\$4,000
Two Cost Experts at \$2,000 each	4,000
To this should be added for clerical help at least	700

Making a total of

The thought of the promoters is that office accommodation could be provided in the Head offices of the C.M.A., thus obviating any extra charge for rent.

The Traveling expenses of the General Secretary are set down at	\$1,400
Traveling expenses of the Cost Experts are also set down at	1,400
And an allowance is made for convention and miscellaneous expenses amounting to	500

Making a total of

To this, however, should be added an appropriation for office expenses, such as stationery, postage, furnishings, etc., of say

The aggregate expenses would therefore total \$12,700

6. REVENUES.

The revenues accruing to the Section would be derived from (a) Membership fees; (b) assessment on mechanical pay-roll; (c) fees of cost experts.

The promoters estimate that at the end of the first year, there would be enrolled as members of the Section 225 of the 440 printers who would ultimately be brought into the fold. Assuming that these members would pay the C. M. A. an average fee of \$15.00, they would yield in revenue \$3,375. Under the old By-laws the Section would be entitled to 10 per cent. of this revenue, or....

The income from fees of cost experts is estimated at....

The assessment on mechanical pay-roll would be at the rate of 3-10 of 1 per cent. The 225 prospective members would, it is thought, represent a pay roll of \$2,000,000 on which the assessment would be

The aggregate revenues for the first year therefore would be

7. FINANCING FROM THE STANDPOINT OF THE C. M. A.

A comparison of the estimated revenues with the estimated expenditures shows a deficit on the first year's operations of \$1,963. This, it will be noted, is computed by taking the estimates of the promoters themselves and adding thereto an allowance for clerical help and office expenses, and giving them the benefit of the 10 per cent. to which they would have been entitled under the old By-laws.

As previously stated, the C. M. A. already has in its membership 111 firms that would be eligible for the Section, who pay in fees a little over \$2,000 a year. The work to which the Association is already committed suggests that if possible this revenue should be left clear or nearly so.

The promoters estimate that in the first year alone the formation of the Section would increase the membership of the Association from 111 to 225, a gain of 114. If these paid an average fee of \$15 each, as suggested, the gain in revenue to the Association would be \$1,710. If the expectations of the promoters are realized, and the Section eventually obtains a membership of 440, it would mean a gain to the Association of 329 members at \$15 each, or a revenue of \$4,935.

If the proposition can really be made to work out this way, financial considerations would suggest the desirability of the Association giving it every encouragement. As against this, however, we have only the expectations of the promoters to guide us, and caution suggests that these should be somewhat discounted. On the other hand the promoters have offered to raise a guarantee fund from printing firms of standing to protect the Association against an ultimate deficit.

The suggestion of your Secretary to the promoters was that they should evidence their good faith by expressing their willingness to be content, for the first two or three years, with a contribution from the C. M. A., that would be equal to the fees contributed by new members they would bring into the fold, less an allowance sufficient to cover the ordinary cost of carrying a member on our lists. For example, each member receives "Industrial Canada," which costs the Association something over \$2 a year. He receives a framed certificate, a copy of Trade Index and all the circulars that are printed, and is entitled to services in the way of translations, commercial information, advice, etc. Computing the cost of carrying a member at \$5, the thought of your Secretary was that everything paid by new members in the printing trades in the way of fees over \$5 each should be available for the use of the Section. On their own estimate of a gain of 114 in the first year, who would pay an average fee of \$15, this would give them 114 times \$10 or \$1,140, as against \$337 to which under the old By-laws they would have been entitled. This arrangement would be obviously to their advantage while it would incur no additional expense upon the Association; if eventually the Section became self-sustaining, as the promoters expect it will, independently of any appropriation from the Association, the C. M. A. would have the advantage of the increased revenue, while the Section would have the advantage of the Association's prestige in hastening and perfecting the work of organization.

From a financial standpoint, the only troublesome feature would be the abandonment of the Section after a deficit had been incurred, but as already intimated this would be covered by a guarantee fund of an amount sufficient to meet any shortage to which the operations of the Section might give rise.

The Canadian Printers' Cost Commission, as represented by Mr. W. A. Desbarats, will submit this proposition to a convention of printers to be held in Toronto, in April, providing this report is accepted and approved by the Executive Committee.

8. MANAGEMENT AND CONTROL.

The By-laws of the Association, in so far as they relate to trade sections would, of course, have to be complied with in every respect. The salaried officers would be appointed by the Executive Committee of the C.M.A. upon the recommendation of the Section Executive, and would be subject to the direction of the General Secretary. All moneys collected for the purpose of the Section would be collected by the Association and in the name of the Association, and the control of expenditures would be vested in the Executive Committee who, however, would naturally be guided by what the Section Executive would recommend.

9. SUB-SECTIONS.

Your Secretary is unable to see his way clear to recommend that authority be given the Section to organize sub-sections for local work.

G. M. MURRAY,
Secretary, C. M. A.

FAVORABLY CONSIDERED BY C.M.A. EXECUTIVE.

The report of the secretary of the Canadian Manufacturer's Association as printed in part above was in due course presented to the Executive Committee of the C.M.A. and met with the favorable consideration of that

body which sent it forward to the Council with the following resolution:

Whereas, Members of the Association engaged in printing and allied trades, through their representative, Mr. W. A. Desbarats, of Montreal, have expressed a desire to be authorized to form themselves into a Trade Section of the Association for the purpose of installing cost systems, extending trade acquaintance, disseminating knowledge as to plant equipment and operation, and generally improving the condition of the printing industry in Canada in all its branches;

And Whereas, evidence has been adduced to show that there is pressing need for an organization that will work towards the accomplishment of the above objects;

And Whereas, proposals have been under consideration which point clearly to the possibility of financing the work of a Printers' Section in such a manner as to involve no addition to the fixed charges of our Association which would not be fully covered by such additional revenue as the formation of the Section would bring about;

And Whereas, while the formation of a Trade Section for the above objects would in some respects constitute a departure from the established practices of the Association, the printers, through their representative, have agreed to report frequently and fully to the General Secretary on all matters of policy and administration, to conduct their affairs in a manner that will harmonize with the general policies of the Association, and in all respects to govern themselves in conformity with the By-laws of the Association.

Therefore, be it Resolved, that the Executive Council hereby approve the formation of a Printers' Section along lines that will fairly meet the spirit of this resolution, and that Mr. Desbarats be authorized to report to the Printers' Cost Congress, shortly to be held in Toronto, the willingness of this Association to proceed at once with the maturing of plans, the latter to be submitted in full to this Council for final approval.

SUB-SECTIONS CANNOT MAKE PRICES.

One point that was not clear to the representatives of the Cost Commission that were carrying on the negotiations with the C.M.A. was the attitude of that organization toward the formation of local sub-sections and in view of the importance of the matter the chairman of the Commission, Mr. Desbarats, asked Mr. Murray, the secretary of the C.M.A., for a clearer definition of the stand taken by the Association. The following letter was received in reply:

Toronto, April 15, 1914.

"Referring to the clause in my report relating to sub-sections, I should explain that our Executive Committee is very jealous about allowing the name of the organization to be associated with any movement that is designed, directly or indirectly, to control prices. I think I am quite safe in saying that no objection will be offered to the formation of local branches, so long as we have your assurance that they will be conducted in strict conformity with the principles and spirit of the parent organization."

CONCLUSIONS OF COST COMMISSION.

The work accomplished by the Cost Commission and the experiences which led up to its recommendation to join with the C.M.A. are summed up in the "Conclusions" which were included in its report to the Congress. These read as follows:

When your Commission undertook this work, there were three propositions before it; first, affiliation with the United Typothetae of America; second, an independent Canadian organization; third, an organization to affiliate with the Canadian Manufacturers' Association.

As will be seen by the different reports, it has not been found possible to reach a satisfactory agreement with the U. T. A. They apparently are not in a position to give the necessary financial backing required to place the movement on a satisfactory basis. They have twice reduced their assessments and find themselves without sufficient money to extend their work; they have every feeling of goodwill towards Canada, and we feel if it were at all possible they would have carried out our wishes, but apparently this was beyond their power, and the best they can offer is to use the money taken from Canada and spend it in Canada.

An independent Canadian organization would make it necessary for a certain number of Canadian printers to devote themselves almost exclusively to the work of building up the Association. At the start they would have no money except what would come through voluntary subscriptions, and your Commission fears that such a plan would not be successful.

The third plan of forming a Section of the C. M. A. appears to be the best and most workable proposition. It would enable us to offer Canadian printers the benefits of an organization which is well established, and in which they would share in numerous advantages. They would have an Insurance department, a Tariff department, a Legislation department, a Legal department, a Transportation department, which in themselves offer quite an inducement to prospective members; they are willing to finance our Association with the understanding that should our operations result in a deficit, we would make good to the Association. With this end in view it is proposed that a guarantee be given by a number of prominent firms that in case of a deficit they would be responsible for their share not to exceed \$.....

The expenses of the yearly Convention would be greatly diminished by being held at the same time as the annual meeting of the parent body. The staff of the Association would be at the disposal of our Section for any special work, and we consider that the work could be carried on much more economically than it could be in any other way. We therefore recommend that the printers of Canada should join the C.M.A. and form a Printers' Section, in conformity with the programme presented to that Association by your Commission.

The Section once formed would elect its officers and proceed to the business of organizing.

All of which is respectfully submitted.

CHAS. H. TICE,

Secretary.

WM. A. DESBARATS,

Chairman.

With a view to placing the report of the Cost Commission on organization properly before the Congress, C. P. Cummings, R. G. McLean, Toronto, moved, and A. H. Barker, *Leader* Job Department, Regina, seconded, the adoption of the report.

The chairman then asked for a discussion and it was not slow in coming.

WESTERNERS FAVOR AFFILIATION WITH PRESS ASSOCIATION.

H. H. Hull, Edmonton Printing and Publishing Co., Edmonton, said the West was heartily in favor of some sort of progressive organization and personally he did not intend objecting to the present proposal if it were the only practical one at the present time. Mr. Hull thought, however, that affiliation with Canadian Press Association would be preferable to the C.M.A. proposition. He pointed out that the C.P.A. was very strong in the West, and that at the last annual meeting of the Alberta and Eastern British Columbia Division of the C.P.A. a half-day was devoted to a discussion of job printing costs and he understood that a similar amount of time would be given over to the same subject at the annual meeting to be held at Vernon, B.C. this year.

Geo. H. Sauls, Sauls & Pollard, Winnipeg, expressed disappointment that the original plan to affiliate with the United Typothetae of America had presented practically insurmountable difficulties. It had always appealed to him as being the logical move toward the organization of Canadian printers. The linking up with the U.T.A. would have meant the benefit of its half century's experience and all that that would mean to Canadian printers. However, Mr. Sauls admitted that the meeting in Chicago between the representatives of the Canadian Cost Commission and the officers of the U.T.A. did not result satisfactorily from the standpoint of Canadian printers. Of one thing the speaker was sure, and that was that the officers of the Canadian Cost Commission had exercised their best endeavors toward the solution of the problem assigned to them. Continuing Mr. Sauls said that to him the plan to affiliate with the Canadian Manufacturers' Association had at first seemed most illogical, but, like Mr. Hull, he would be the last one to oppose it if no better solution presented itself. In regard to Mr. Hull's suggestion to open negotiations with a view to affiliating with the C.P.A. this appealed to Mr. Sauls as being a wise move. He pointed out that the C.P.A. is now a national body and that 80 per cent. to 90 per cent. of its members operated job offices in connection with their newspapers. Mr. Sauls asked if the association

is organized to look after the publishing end of the business of these members why can it not be organized to look after the job printing end as well. He believed it could make good in this connection. Someone had said that such a proposal had been turned down some time ago. If so, he failed to remember it. He thought that perhaps the opinion of the Executive Committee had been given, but, of course, this was not final. In conclusion Mr. Sauls urged that something tangible be done at the present Cost Congress and proposed in amendment to the report of the Commission that the question of organization be taken up with the C.P.A.

R. H. McBride, Brantford, considered that the Congress would make a big mistake if the C.M.A. proposition were put through before thoroughly investigating the possibilities of linking up with Canadian Press Association. He pointed out that once affiliated with the C.M.A. it would be hard to recall the decision and, in his opinion, the affiliation with a kindred organization, such as the C.P.A., was much to be preferred.

SECRETARY OF C.P.A. SEES MANY OBJECTIONS.

John M. Imrie, secretary of Canadian Press Association, said the suggestion of affiliation with the C.P.A. had come like a bolt from the blue to himself, and, he believed, to the other members of the Cost Commission. It was true that one Toronto printer had mentioned it about six months ago, but the Cost Commission had never given the matter consideration. It was true also that the matter had come before the Executive Committee of Canadian Press Association two or three years ago, the suggestion originating with two or three members of the association, but in view of the fact that there appeared to be no widespread sentiment in favor of the proposal it had been disposed of with little or no discussion. Mr. Imrie considered newspaper publishing and job printing two separate and distinct propositions and, while it was true that at least 80 per cent. of the plants represented in the membership of Canadian Press Association were combined newspaper and job plants, it was also true that 80 per cent. of the work of the C.P.A. had been in connection with the publishing end of the business. The C.P.A. secretary explained that, of course, he was not speaking on behalf of the executive, but he believed that numerous objections to the plan would present themselves. For instance, it was likely that the large daily newspapers without job departments would not view the proposal favorably.

Continuing, Mr. Imrie pointed out that up until three years ago Canadian Press Association was almost wholly a fraternal organization giving no regular service to its members. It had only recently been placed upon a sound business basis and although seven or eight departments were already organized, there were as many more to be organized and most of them were for the newspaper end of its members' businesses. Thus it would be seen that the major portion of the work of the C.P.A. was still ahead of it and the secretary foresaw that at least some members of the executive were not likely to view with favor anything that might possibly interfere with the work now under way and planned on behalf of publishers. The speaker realized that it was going to be no easy task to organize the master printers in any way. In fact, he believed, for many and varied reasons, that it would be much harder than it had been to organize the publishers.

AS MANUFACTURERS PRINTERS SHOULD LINK UP WITH C.M.A.

Jas. J. Hurley, Hurley Printing Co., Brantford, said he was heartily in accord with the suggestion to affiliate with the Canadian Manufacturers' Association. He saw no difference between the printing business and a machine

shop, for instance. He looked upon the job printing business as a manufacturing business, having nothing in common with the publishing of a newspaper. "It is," said Mr. Hurley, "a highly skilled manufacturing trade fit to take a dignified stand with the other manufacturing enterprises of the Dominion. Affiliation with the C.M.A. would add dignity and power to our industry."

John M. Imrie rose again to explain that he believed there should be a close relation between any organization of job printers that might be formed and Canadian Press Association. The principal need, he considered, was to effect a better organization of the job printers in the cities and it was questionable if the large, purely job offices in the cities would view with favor a proposal to affiliate with an association of newspaper publishers.

Geo. H. Saults, Winnipeg, while pointing out that he did not wish to oppose the recommendation of the Cost Commission, contended that it was essential to secure the co-operation of the job offices in the smaller towns and he believed this might be done more successfully through the medium of Canadian Press Association than the plan suggested by the Commission. He thought the C.P.A. plan should be given full consideration. If carried out, it would, of course, entail the organization of a separate branch of the C.P.A. with a good competent man in charge and necessary staff working under his direction. These might be had, however, so long as the printers were willing to pay in proportion to the service received. Mr. Saults thought considerable economy might be effected through working in conjunction with the C.P.A. and pointed out as an instance that the many Canadian printers who were interested in both job and newspaper businesses might make one trip do for both meetings, presuming, of course, that the meeting of the printers' section would be held at the same time and place as the C.P.A. general annual meeting.

GREAT NEED FOR ORGANIZATION IN CITIES.

Replying to Mr. Saults, John M. Imrie, said the C.P.A. were not neglecting the printers in small towns. The C.P.A. had been directly responsible for the organization of a number of district press associations, although these had no direct connection with the C.P.A. Fourteen of these district press associations had been organized at the close of fourteen of the forty-five district cost conferences held under the auspices of the C.P.A. In most of these district press associations the job printers were also given membership. This was true in Grey and Bruce Counties, for example, where every plant was a member making 100 per cent. organizations. Mr. Imrie thought the problems of the city printer were quite different to those of the printer doing business in the rural towns and villages.

H. L. Rous, Toronto, pointed out that the country printers were actually better organized than those in the large cities. He urged the members of the Congress to look closely at the C.M.A. proposition before turning it down.

R. H. McBride, Brantford, asked the advantages of the C.M.A. proposition. He agreed that it might be all right for printers in the big cities, but thought it inadvisable for the printers in the small towns. "Just what have we to gain by affiliating with the C.M.A.?" asked Mr. McBride.

G. E. D. Corneil, Montreal, suggested that the chairman explain the proposition more fully.

ADOPTION OF C.M.A. PLAN WOULD GIVE STRONG BACKING.

The chairman, Mr. Desbarats, replied that the Cost Commission had decided that the choice lay between affiliation with the U.T.A. and organization of a printers' section of the C.M.A. Mr. Desbarats stated frankly that the C.P.A. proposition had never occurred to the Cost Com-

mission. In fact, it had been heard of for the first time that day. The proposal to affiliate with the Typothetæ had seemed, at first, to be the most logical, and it had been thoroughly discussed by the Cost Commission and the officers of the U.T.A. The outcome of all the discussion had been that the organization told the Commission frankly they had more on their hands now than they could do with the finances at their disposal and therefore could only promise to spend in Canada the money paid in by Canadian printers. In regard to the Canadian Manufacturers' Association, Mr. Desbarats pointed out that it was a very strong body, having branches in many Canadian cities and correspondents in foreign countries. Its departments such as, insurance, tariff, etc., were of immense value to any manufacturer, no matter what his business. The printers' section, if formed, would have the benefit of the C.M.A.'s staff for correspondence facilities, etc., and in addition, would receive the financial backing of the parent organization. While admitting that an independent Canadian organization would be ideal, Mr. Desbarats explained that there was not sufficient money in sight to finance such a big undertaking. "The fact that we have no money," said Mr. Desbarats, "is the stumbling block on which we would kill ourselves." The executive of the Cost Commission and the officers of the C.M.A. had gone into these questions very thoroughly. It had not been rushed into in any way. Speaking personally, Mr. Desbarats thought the plan proposed would be successful, but if at a later date the C.P.A. proposition appeared more desirable there was nothing to prevent shifting over. For the present, at least, he was convinced that affiliation with the C.M.A. was the best way of proceeding with the much needed organization. All that would be necessary was to get a sufficient number of firms to make themselves responsible for a reasonable amount and the C.M.A. would put up the money for organization purposes.

CLOSE RELATION BETWEEN PRINTERS AND PUBLISHERS.

E. J. Payson, of the *Times*, Brockville, Ont., thought the printers' section would be a very small and unimportant part of the larger organization and pointed to a clause in the constitution of the C.M.A. with regard to abiding by the by-laws of that organization. Mr. Payson said about 60 per cent. of the printers in Canada were publishing newspapers and he considered that sufficient evidence that there was a very intimate relation between the publishing and the printing businesses. He thought there were possibilities for developing the work of the Canadian Press Association to include a printers' section. Mr. Payson referred to the Canadian Press Association in its old days when the fees were \$2 annually and he and others had looked upon it as money thrown away. But now the service rendered is cheap at the \$40 annually his newspaper pays. He could see no reason why the affiliation could not be successfully effected.

F. H. Dobbin, *Review*, Peterborough, suggested that a sub-committee be appointed to meet with the Executive Committee of Canadian Press Association, such committee to report at the general meeting of the C.P.A. in June.

C. P. Cummings, of R. G. McLean, Toronto, protested that it would be very unwise to adjourn the Cost Congress without taking some definite action. "We need the benefits of an organization right now," said Mr. Cummings.

William A. Robinson, *Gleaner*, Cannington, Ont., speaking on behalf of the country printers, referred to the debt which the city printers owed to their country confreres in the matter of apprentices. Mr. Robinson thought that if the city printers and country printers would pull together they might work out their salvation as a section of Canadian Manufacturers' Association.

"A SPOKE IN THE WHEEL" A GOOD START.

"We have got to creep before we can walk," said A. H. Barker, of Regina. "If the Canadian Manufacturers' Association is an enormous wheel, as someone has said let the printers of Canada form themselves into a section of the C.M.A. and be a spoke in the wheel." Mr. Barker thought the opportunity presented in the proposition recommended by the Canadian Cost Commission was one that should not be overlooked.

Mr. Cummings pointed out that the Congress should not overlook the long and difficult task which had been performed by the Canadian Cost Commission during the past eighteen months. "The Commission had," Mr. Cummings said, "viewed the proposition from every conceivable angle, except that of affiliation with the C.P.A. and this was not seriously considered because of the remote possibilities of accomplishing results in that direction." The speaker said the commercial printers in the cities required organization badly. There must be co-operation in order to make it possible for the printers to make as much money out of their business as other business men. "Every man here is anxious to see something done at this Congress," said Mr. Cummings, in advocating the acceptance of the recommendation of the Cost Commission. "That will," he said, "start the ball rolling and at the same time if you wish a committee can be appointed to confer with the officers of Canadian Press Association with a view to affiliation with that body." Mr. Cummings thought that the acceptance of the C.M.A. proposition was perfectly logical and the only thing that would bring results in the near future. He thought the industry had waited long enough and pointed out that no possible injury could come through affiliation with the C.M.A. The organization of a printers' section would not obligate the printers for any long time, and if it seemed advisable at a later date, they could still go in with the C.P.A.

PRINTERS' SECTION WOULD HAVE WIDE POWERS.

T. A. Tod, Federated Press, Limited, Montreal, speaking as a member of the executive of Canadian Cost Commission, said the Congress had already heard from Mr. Imrie, the secretary of the C.P.A., and it was evident that

numerous objections were sure to stand in the way of affiliation with that organization. Some of these objections, the speaker thought, would in all probability be insurmountable. Mr. Tod urged that something definite be done at once. The U.T.A. proposition had been carefully gone into, and although the commission had been assured of the sympathy and best wishes of the Typothetæ that organization was not in a position to help the Canadian printers financially. Mr. Tod wished particularly to remove the false impression that the printers' section would be interfered with by the C.M.A. The speaker said the printers would have "all to do with it," and in addition would have the various facilities, as well as the finance and prestige of the parent body. The section would be governed by printers who would report at intervals to the executive of the C.M.A. The proposal was for the printers to have their own office, their own secretary and at least two cost experts to install cost systems. "Don't continue to procrastinate," said Mr. Tod, "there is a large amount of work to be done. We must not be deceived by the idea that we are being run by the C.M.A. On the other hand, we are to have the benefits which organization with that body will give."

Mr. Desbarats urged the Congress to accept the recommendation of the Cost Commission and called for a vote on the original motion. Although the vote was not quite unanimous in favor of the proposition, it was overwhelmingly in favor of affiliation with the C.M.A.

SIGN UP APPLICATIONS AND ORGANIZE.

The chairman then announced that the first step necessary to be taken toward organization would be the signing of application forms for individual membership in the C.M.A. This would enable the Canadian Cost Commission to go farther and get the outline down to an agreement with Canadian Manufacturers' Association.

It was then moved by Jas. J. Hurley, Brantford, and seconded by T. A. Tod, Montreal, that the present Canadian Cost Commission for printers be continued as an organizing body to get matters in shape for definite affiliation with the C. M. A. This was carried by unanimous vote.

Personnel of the Canadian Cost Commission for Printers

Appointed at the Cost Congress, Toronto, April 16 and 17

EXECUTIVE COMMITTEE.

F. M. KIMBARK, *Chairman*.....Toronto
G. H. SAULTS, *Vice-Chairman*, Winnipeg
DANIEL BAKER, *Secretary*.....Toronto
T. J. MOORE.....Quebec
W. A. DESBARATS.....Montreal
TRAVICE A. TOD.....Montreal
E. D. LOWE.....Ottawa
H. L. ROUS.....Toronto
JOHN M. IMRIE.....Toronto
ROBT. A. ROBERTSON.....Hamilton

A. McMILLAN, ...Halifax
JOHN BURGoyNE.....St. John
JOS. MERCIER Quebec
GAIN E. D. CORNEIL.....Montreal
CHAS. H. TICE.....Montreal
W. S. CAMPBELL.....Montreal
H. E. MILLER.....Toronto
GEO. ALLEN Hamilton
JOHN STOVEL Winnipeg
A. H. BARKER.....Regina
R. C. SHERWOOD.....Calgary
H. H. HULL.....Edmonton
MATTHEW ESDALE Edmonton
R. A. BINDON.....Vancouver

Cost Congress at Toronto a Splendid Success

Addresses of a High Order—Tangible Results Embodied in Report
of the Resolutions Committee — New Cost Commission Appointed

WHILE the attendance at the third Canadian Printers' Cost Congress, held in Toronto, April 16 and 17, was not all that could be desired the Congress will, for other reasons, go down in the annals of Canadian printerdom as the most important yet held. The papers and addresses delivered were a delight to all who attended, because of their practicability and usefulness, while in net results the Cost Congress made strides for which those responsible for holding it should feel highly satisfied. In addition to the adoption of a definite plan of organization, a full report of which is covered in the article preceding, the resolutions adopted should, if they mean anything, go a long way towards remedying the trade abuses at which they are particularly directed.

Thursday Morning

The Congress was called to order on Thursday morning April 16, by F. M. Kimbark, Business Systems, Limited, Toronto, vice-chairman of the Canadian Cost Commission and chairman of the General Committee in charge of arrangements for the Congress. Mr. Kimbark did not waste any time in formalities, but proceeded at once to the matter of electing a permanent chairman, vice-chairman and secretary. Upon nominations being called for and a vote taken the following were elected by unanimous vote: Chairman, F. M. Kimbark; Vice-Chairman, H. L. Rous, Rous & Mann, Limited, Toronto; Secretary, Daniel Baker, Graphic Arts Board of Trade, Toronto.

Mr. Kimbark then thanked the Congress for his election and said in part as follows:

I desire to express by appreciation of the honor conferred upon me by my election as permanent chairman of this convention. I hope, as chairman, that I will fulfill the duties of the position to your entire satisfaction.

Responsibility for the larger portion of success must necessarily rest with the members themselves and only by their hearty co-operation and assistance will this convention fulfill the expectations of your executive committee who planned it and who worked hard and faithfully in your interest.

The Programme Committee desires and urges full and frank discussion from the floor on each topic, and feels that in this way only can the greatest good develop from these meetings.

Do not hesitate to ask questions, to tell your views and experiences, and take some part; we want your interest, knowledge and enthusiasm.

In addition to the educational work of this convention we have considerable business to transact that is of the utmost importance to every printer in Canada.

I would suggest that any work of any kind which may be outlined by the Committee of Resolutions in their report be referred to the permanent organization to carry out so that any resolutions adopted become a living fact in printerdom in place of a mere statement of platitudes.

I sincerely hope this will be the best convention ever held by printers anywhere.

The chairman then announced the appointment of the Resolutions and Nominating Committees as follows:

NOMINATING COMMITTEE.

Geo. H. Sauls, chairman, Sauls & Pollard, Ltd., Winnipeg; Clarence James, Lyon & James, Ltd., Toronto; Travece A. Tod, Federated Press, Ltd., Montreal; A. H. Barker, Leader Job Dept., Regina; A. L. Lewis, Southam Press, Limited, Toronto.

RESOLUTIONS COMMITTEE.

C. F. Cummings, chairman, R. G. McLean, Limited, Toronto; Gail E. D. Corneil, C. R. Corneil, Ltd., Montreal; H. H. Hull, Edmonton Ptg. & Pub. Co., Edmonton; Atwell Fleming, Atwell Fleming Ptg. Co., Toronto; Geo. Allen, Reid Press, Limited, Hamilton.

DIVISION "A"—THE OFFICE.

Three addresses were given under this division as follows: "The Cost of Getting Business," C. W. Rous, Rous & Mann, Ltd., Toronto; "Errors—Their Cost, Cause and Prevention," Geo. H. Sauls, Sauls & Pollard, Ltd., Winnipeg; "The Cost System as a Sales Help," H. H. Hull, Edmonton Printing and Publishing Co., Edmonton.

The address by Mr. Sauls is published in full in this issue. Those by Mr. Rous and Mr. Hull, will, it is hoped, appear in the June issue. In each case the discussion following the address will be given, and the reader will thereby be enabled to consider each subject carefully in the light of the discussion at the Cost Congress.

The discussion during this division was in charge of Geo. M. Rose, Hunter-Rose Co., Ltd., Toronto.

Thursday Afternoon and Evening

The Congress convened again at 2 p.m., and during the afternoon the attendance went well over 200. The programme during the afternoon and evening sessions centred around the cost system, being division "B" of the Congress. Six admirable addresses were delivered in the afternoon, and were followed in the evening by a demonstration of the Standard Uniform Cost Finding System by Isaac H. Blanchard, of New York.

The following were the addresses and speakers during the afternoon session: "The Bindery in the Print Shop," G. E. D. Corneil, C. R. Corneil, Ltd., Montreal; "The Cost System in the Small Shop," F. M. Brown, College Press, Ltd., Toronto; "The Results of the Cost System in Actual Use," E. Lawrence Fell, Franklin Printing Co., Philadelphia; "Depreciation—Its Principles and Application," Robt. A. Robertson, Robert Duncan Co., Hamilton; "The Cost of Operating a Cost System," Geo. R. Fleming, Atwell Fleming Printing Co., Toronto; "What the Cost System Has Done for Me," J. J. Hurley, Hurley Printing Co., Ltd., Brantford.

Owing to the fact that A. L. Lewis, Southam Press, Toronto, who was to have had charge of the discussion during this division was just mending up after illness, John M. Imrie, secretary of Canadian Press Association, acted as chairman and conducted the discussion in his usual able manner.

The first two addresses, by G. E. D. Corneil and F. M. Brown, respectively, and also that by Mr. Robertson are printed in full in another part of this issue, together with the gist of the discussion following them.

MR. FELL MUCH APPRECIATED.

The hall was crowded with interested printers when E. Lawrence Fell, of the Franklin Printing Company, Philadelphia, rose to speak on "Results of the Cost System in Actual Use." Mr. Fell won his audience from the very start. This was, no doubt, partly due to the original humor with which his address was interspersed, but more perhaps to his matter-of-fact, neighborly manner of speaking. He appeared to feel entirely at home just as though

he were speaking to a selected group of intimate friends and he possessed the happy faculty of making his audience feel entirely at home also. He modestly described his plant as being "just a small place, seventeen cylinders and corresponding equipment in other departments." He brought with him numerous forms showing the records of his own plant, and these he exhibited to the audience, giving frankly cost records and details about his business which the heads of some firms would surely look upon as very private data.

It was apparent that the chairman of the afternoon, John M. Imrie, had chosen his words carefully when he introduced Mr. Fell as a "merchant printer." The speaker's intimate knowledge of the selling end of the printing business as evidenced by his expert methods of handling his sales force amply justified the usage of the term.

The appreciation of the Congress was unmistakably demonstrated by the very hearty applause with which Mr. Fell was greeted, and which burst forth again at the close of his address.

E. J. Hathaway, Warwick Bros. & Rutter, Toronto, in moving the vote of thanks voiced the opinion of many others when he said it was the most inspirational address he had ever listened to. "I have never felt so proud," said Mr. Hathaway, "that I am connected with the printing business as I do after listening to Mr. Fell's address this afternoon." Similar sentiments were expressed by a number of others.

HOW MUCH DOES A COST SYSTEM COST?

"The Cost of Operating a Cost System" was the subject of an interesting address by Geo. R. S. Fleming, of the Atwell Fleming Printing Co., Toronto.

Mr. Fleming said the question which every printer was inclined to ask himself was, "Will a cost system pay for itself?" In other words, "Is it worth what it costs to operate?" The speaker's convictions were that "whatever it costs it is worth all it costs."

The first cost was the printing of the forms, and Mr. Fleming estimated that the average expense for printing a year's supply for a fair-sized firm would be about \$50, not including the cost of electros. The time required for making out the time sheets in the shop was another cost,

but this had to be borne anyway no matter whether a cost system was used or not. In the office the making out of original dockets was practically the same amount of work as if the cost system were not used. Mr. Fleming strongly advised making the original out on the typewriter as he had found this method a step toward securing maximum efficiency by lessening errors in the shop. Referring to the time taken by the cost clerk for entering the time sheets, for carrying them to the individual job records, making up the monthly records, etc., this required altogether in the plant which he represented, having four cylinders and five platens, about three hours a day.

COST SYSTEM WILL NOT WORK ITSELF.

Mr. Fleming emphasized the importance of having someone in authority back of the cost system who would give it his personal attention. "Do not get the idea," said Mr. Fleming, "that the cost system is just a bunch of forms which can be dumped in the office and left to take care of themselves."

IS WORTH ALL IT COSTS.

Mr. Fleming said a particular way in which the cost system proved its value was in making it possible to keep a duplicate record of the cost to date of all unfinished work. This was preserved on the individual job record, which, of course, was given a place in the safe, and would always be accepted by insurance companies as evidence of actual loss to the full amount of the cost of the work done as shown on the various records.

To show further that the cost system is worth all its costs, Mr. Fleming referred to the record of press production in their own plant. For instance it had shown that the average output per hour on the pony press had been 1,238. In another case they had hazarded a guess that their cylinder press room was 85 per cent. efficient, whereas the cost record showed that it was only 72 per cent. efficient. Actual record was a much safer basis to work upon than guessing. "The cost system will enable you to determine the profit in each department," said Mr. Fleming, "and it is just as well to know in what departments you are making money."

The cost system in the Fleming plant had shown that

Officers of Third Canadian Printers' Cost Congress.



DANIEL BAKER
Secretary



F. M. KIMBARK
Chairman



H. L. ROUS
Vice-Chairman

the belief held by many that any sort of platen press would turn out 1,000 impressions an hour was entirely incorrect. Their records for the past year showed that their Colt averaged 857 impressions and the Gordon presses 941.

THE PERSONAL EXPERIENCE OF ONE WHO HAS BENEFITED.

Jas. J. Hurley, Hurley Printing Co., Brantford, related his personal experiences in connection with the cost system, and it will be seen from the following portion of his address that they have been very gratifying from the time of his conversion down to the present time. Mr. Hurley said in part:

I am delighted to be with you to day and give my testimony as to the great benefits derived from attending these conferences in the past, and to express my gratitude to the Toronto printers and others for what they have done and are trying to do for the trade.

HAD BEEN DOING WORK AT LOW PRICES.

I came to the first Cost Congress somewhat of a skeptic, but I am glad to say that I became converted. I think we owe much to our Toronto friends and others co-operating with them for the magnificent work they have done in educating myself and others in the proper methods of conducting a Job Printing business. I thought I knew the business, not only the practical end, but the business end also. But I had a rude awakening. After about fifteen years I saw that I was but marking time. The plant was fast wearing out or becoming obsolete. Wages and other expenses were advancing fast. Prices and methods of the so-called red-room printer were proving a failure. Something was wrong. What was it? Your conference revealed the difficulty. Prices were too low. We had no adequate method of knowing the relation between income and outgo. What I learned at the conference convinced me that a radical change would have to be made.

Finally in the fall of 1912 I installed the Standard Uniform Cost Finding System with a considerable degree of misgiving, and also made a radical change in methods of estimating.

Then came the revelation. It was shown that the prices for work that had been done in the past were anywhere from 25% to 50% too low. Then came the struggle. Could I, in view of past prices, convince the buyer of printing of the equity of the increase?

MORE EVIDENCE OF THE COST SYSTEM AS A SALES HELP.

Could I continue to hold him? Would the business go to others who continued to do as I had been doing? Could I survive that period of struggle during which I was educating him to my way of thinking? In a small city like Brantford, where we were all dependent upon local patronage, there was only a small quantity of business of a special nature that my competitors were unable to handle, and the volume of this special portion was not sufficient for the maintenance of my plant. Truly I was up against it. But I

was as truly up against it by a continuance of the old methods. Therefore it became a question of facing the struggle with a determination to do or die.

PERSONAL CONVICTION AND POWER OF PERSUASION WILL WIN OUT.

Right here let me say that too many of us have too low an estimate of our powers of persuasion or suggestion. The question, "What is Truth?" has not yet been answered. But the man who is speaking what he believes to be true, can always have a persuasive power over the other fellow. Put the case courteously, but strongly and firmly, and you cannot fail to get results.

Pinning my faith to this idea I demanded my price and generally got it. Not always, and not all at once; but the pressure was upwards instead of downwards as before. In many cases I was laughed at and told that I was crazy; that I had Cost System on the brain. I assured them that I was willing to concede that I had been a bit off in the past, but that I had fortunately recovered. I asked them to look about and survey the Brantford printing field—take a mental note of each Job Printer, and tell me how many there were whose note they would care to back?

The results were away beyond my expectations. I lost no business that was worth losing. I lost some that was not worth keeping. A five or ten dollar job that is taken to every printer in the city for prices is not worth having. The best way to treat business of this kind is to not figure at all.

I paid no attention to the prices of my competitors. I ploughed a lone furrow. Our city is one of about thirty thousand inhabitants, and there are eight job printing offices, one of which is connected with a newspaper. This will give you some idea of what I was up against. The firm which I represent is the only one of the eight using the Cost System. I have here an example of how the Cost System wins out with reputable business houses.

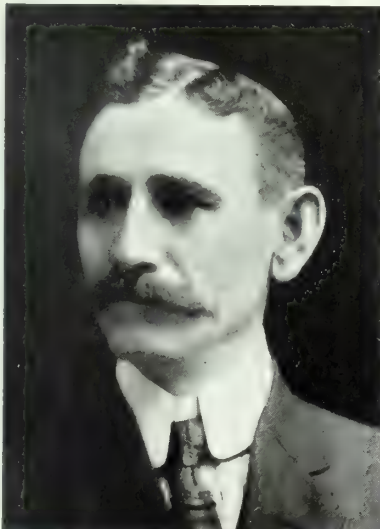
Here is the record of a job that was laid upon my desk without price. The buyer thought the price a little high when he saw the invoice. I mailed him the Cost Sheet without comment. His reply is here attached to the Cost Sheet in which he says it is quite satisfactory.

Let me say in closing that our business during the past year has been more successful than anything we have experienced in the past. We have now gotten over the period of stage-fright, and the Standard Cost System is one of the permanent features of our business.

DEMONSTRATION OF THE COST SYSTEM.

The evening session on Thursday was given over to a demonstration of the Standard Uniform Cost Finding System by Isaac H. Blanchard, of the Isaac H. Blanchard Co., New York. By means of large charts Mr. Blanchard traced the operation of the cost system through a printing plant worth \$2,000 and afterwards through one worth

Three of the Men who Helped Make the Cost Congress a Success



JAMES J. HURLEY
An Enthusiast for the Cost System



GEO. M. ROSE
Chairman of the Banquet Committee



GEO. R. S. FLEMING
Who told what a Cost System Costs

\$20,000, the object being to show that the Standard System was equally adaptable to a large or small office, and further that the cost per sold hour under normal conditions is approximately the same no matter what the size of the plant.

Following the demonstration of the cost system, Mr. Blanchard gave an exposition of a scientific cost system especially designed for the bindery, and which is in use in his own plant. By this system, the overhead expense is divided in a unique manner, the basis being machine and labor costs. It is hoped to describe this method fully and reproduce the charts in connection with it in an early issue of *Printer and Publisher*.

The unusual interest in Mr. Blanchard's address was evidenced by the large number of questions which followed and full advantage was taken of Mr. Blanchard's wide experience. The discussion centred around depreciation,



ISAAC BLANCHARD
Who Explained the Standard Cost System

the method of charging the cost of handling stock, etc. The evening session was open to all printing office employees, who were interested in any way in the operation of the cost system and a large number availed themselves of the opportunity of attending.

Copies of all the forms used in connection with the cost system were distributed to those present and by filling in the different items the audience were able to follow very closely the operation of the cost system throughout the plant.

Friday

The consideration of the cost system under Division B. was continued on Friday morning by an address on "The Practicability of the Cost System in a Small Plant," by Travice A. Tod, Federated Press, Limited, Montreal. Mr. Tod's address and the gist of the discussion following it are printed in another part of this issue.

The remainder of the morning session was given over to the consideration of the report of the Canadian Cost Commission for Printers on the matter of organization and the discussion on it and its final disposition form the subject of the first article in this issue.

The final session of the Cost Congress convened at two o'clock on Friday afternoon. It had been hoped that Fred Boardman, superintendent of the Government Print-

ing Bureau, Ottawa, would be present and take charge of the discussion on "Shop Management," which was the division of the programme to which the afternoon was given over. Owing to pressure of work, however, Mr. Boardman found it impossible to be present and Vice-Chairman H. L. Rous occupied the chair during the afternoon session.

This was really one of the most important sessions of the whole Congress, and included four very excellent addresses on various phases of the general subject of "Shop Management." These were followed by the election of the new Cost Commission and consideration of the recommendations submitted by the Resolutions Committee.

A. L. Lewis, Southam Press, Toronto, gave the first address of the afternoon, his subject being "Department Co-operation." Mr. Lewis emphasized the need of co-operation between the heads of all departments, and told how this had been accomplished in the Southam Press plant. Mr. Lewis' address will be printed in full in the next issue.

REDUCING COST BY PROPER PLANNING.

The subject assigned to A. H. Barker, of the *Leader* Printing and Publishing Co., Regina, was "Reducing Cost by Proper Planning." Mr. Barker brought with him a number of charts which explained in detail a tracer system which he had introduced in their own plant. This system appeared to be very efficient and at the same time did not entail a great deal of labor in keeping it up to date. It not only made for greater efficiency within the plant, but insured that every job was delivered when promised.

One of the principal ways in which Mr. Barker considered that the cost of production might be reduced by proper planning was by the operation of a designing department which would lay out all work before sending it to the compositor. This had been tried in the *Leader* plant as an experiment, but had been found so satisfactory that it was now carried out on all jobs. It had resulted in a very considerable saving in the time taken in the composition department, and also in producing much more artistic work than would be the case if the laying out were left to the average compositor. The designing department idea was also illustrated by charts and by printed slips which were distributed to the members of the Cost Congress.

The tracer system explained by Mr. Barker is something entirely new and the headquarters of the United Typothetæ at Chicago have passed upon it as being the best they have yet seen. The need for an efficient tracer system in large plants has been felt for a long time, but the difficulty with most of those submitted in the past has been that they involved too much detail work for the results given. Mr. Barker's address on the tracer system, together with the several forms illustrating it, will be published in the next issue of *Printer and Publisher*.

TWO NOTED SPEAKERS FROM U.S.

Two speakers of note from across the border addressed the Cost Congress at the afternoon session. These were Edward B. Passano, of the Waverly Press, Baltimore, and B. F. Corday, of Corday & Gross, Cleveland.

Mr. Passano's address on "Management by Efficiency" showed that the speaker had a very wide knowledge of the subject, and he was listened to very attentively by those present. It is printed in full in another part of this issue.

Mr. Corday had been asked to speak of "Over-equipment," but it was typical of his frank, earnest manner that he should choose to call it, "Where Do We Get Off At?" His sense of humor and the numerous anecdotes which he told, all of which had a very forceful application to some particular point, coupled with his deep conviction

and enthusiasm, made a very noticeable impression on his audience. Mr. Corday's address will be published in the next issue.

In closing Mr. Corday urged that every member of the Cost Congress go back to his work and instead of criticising his competitor to co-operate with him if he possibly could. He urged that every printer should sell his product at a profit and he believed that was the first step toward becoming a worthy and respected citizen of any community.

"ALMOST A BENEDICTION."

Atwell Fleming, Toronto, in rising to move a vote of thanks to Messrs. Passano and Corday, said he felt the Cost Congress was under a peculiar obligation to both gentlemen. To him their addresses had been almost a benediction. He himself had advocated just such ideas as had been expressed by them. Mr. Fleming said he loved the printing business and wouldn't be in it if he didn't. He was glad to learn that practically the same conditions obtained in Cleveland as in Toronto.

CO-OPERATION GREATEST WORD.

Mr. Corday said that the enthusiasm that was manifested at the Cost Congress was of no value unless it was put into practical use. The ideas suggested were all workable, they were not merely beautiful theories. He suggested that it was sometimes safer to believe a competitor than it was one's own salesman, and contended that it was frequently imaginary evils that kept printers in the same town from co-operating. "There is no greater word in the language than co-operation," concluded Mr. Corday.

Geo. H. Sauls, Winnipeg, urged that the printers go back home and organize at once. "Let us co-operate in every possible way," said Mr. Sauls. He said he advocated the use of a price-list and pointed out that many jobs of printing were just as much stock jobs as a pound of sugar is a staple commodity. Such work might be safely sold from a price-book which had been made up by collating the results of the cost system based upon average conditions.

REPORT OF RESOLUTIONS COMMITTEE.

C. P. Cummings, chairman of the Committee on Resolutions, was then called upon to present the report of his committee. The following recommendations were adopted by the Cost Congress without discussion.

"We recommend that the stock used in the manufacture of printing shall be treated as a separate department and shall have charged against it, in the same manner as do the other departments, its just proportion of the overhead expense, to which shall be added the percentage of profit as recommended by the Canadian Printers' Cost Congress."

"We recommend that where elaborate dummies together with sketches and designs are requested by or furnished to the customer, they shall be charged for."

"Resolved that the thanks of the Congress be extended to the printers of Toronto for the financial and moral support which has made this Congress possible."

"Resolved that the cordial thanks of the Cost Congress be extended to the various speakers who have taken part in the programme, and who, by their ability and efforts have contributed so materially to its success."

"Resolved that the practice of allowing advertising agencies a trade discount on printing be discouraged, and all agencies treated in the same manner as any ordinary customer."

"Resolved that the chairman of this convention be and hereby is authorized to procure and distribute to the printers of Canada the Blanchard Bindery System."

The following resolution was referred to the new organization:

"Whereas cylinder presses of a valuation in excess of \$1,500 are not manufactured in Canada, and are now admitted free of duty when imported for the purpose of printing newspapers;

And whereas the same presses when imported for commercial printing are subject to a duty of 10 per cent.;

And whereas this is an unfair discrimination against the commercial printer;

Therefore be it resolved, that a committee be appointed to interview the Government and urge them to admit, duty free, all printing presses of a valuation in excess of \$1,500."

UNIFORM PRICE-LIST FOR ALL CANADA EAST OF PORT ARTHUR.

The Committee on Resolutions recommended that a standard, uniform price-list for Canada be compiled, using as a basis the standard price-book of the United Typothetae of America.

This resolution caused considerable discussion, inasmuch, as many printers felt that it would be impracticable to use a standard price-list all over Canada, the reason being that the cost of production was a great deal higher in the West than in the East. Others, however, thought that the standard price-list might be a guide and if made up on the loose-leaf system some pages might be replaced to suit local conditions and thus encourage fair prices.



E. LAWRENCE FELL
Who spoke on "Cost System Results"

Geo. H. Sauls, Winnipeg, considered the U.T.A. price-list an admirable idea and thought a similar plan could be worked out for Canada. It would at least offer suggestions to printers in different cities and districts and would help materially in the get-together movement.

John Burgoyne, Halifax, suggested that footnotes might be attached respecting the higher percentages which it would be necessary to charge in some cities.

John M. Imrie considered that the issuing of a price-book for the whole of Canada would be contrary to the basic principles of the cost system, considering the wide difference in cost in different parts of Canada. He pointed out that the \$1.75 per hour which it is necessary to get for composition in Vancouver would be too high for Winnipeg, while the Winnipeg price of \$1.50 would be too high for Eastern cities.

H. H. Hull, Edmonton, suggested that a uniform price-list might be drawn up for say Montreal and Toronto, and others made up for different sections to suit local conditions. "Of course," said Mr. Hull, "we cannot coerce printers into using it, but I believe it would encourage fair prices."

H. L. Rous, Toronto, suggested that the matter was one which should come within the province of the new organization of printers.

(Continued on Page 67.)

THE EDITOR'S VIEWPOINT

"Reason-Why" Publicity for the Church

ONE OF the most interesting letters we have received for some time came to hand recently from the business manager of the Lethbridge *Herald*. With the letter were inclosed copies of the first two advertisements in an extensive campaign inaugurated and supported by a number of Lethbridge laymen, having as its object the advertising of "The Church"—not any one church in particular, but just the Church in general—what it stands for, what it has to offer and why every man, woman and child should attend its services. The advertising will appear in half-page space every Saturday for five or six months at least.

Our readers will recall an article which appeared in *Printer and Publisher* several months ago on "Advertising the Church," by John Nelson, business manager of Vancouver *News-Advertiser*. Mr. Nelson pointed out that a card announcing church services is not advertising "The Church," and went on to give some very excellent reasons why the Church should adopt modern publicity methods in carrying out its great mission, and showed that no better way could be found for doing this than through the medium of truthful, wholesome, *reason-why* newspaper advertising.

We asked then and we ask again—why should not the Church, the world's greatest institution, advertise its invitation and its message in such a way and through such a medium that those who have not been in the habit of entering its doors will read and act upon.

Thinking men will generally agree that the Church has something to offer that is well worth while advertising. It

has "talking points" galore that would make the ad-writer for a circus green with envy. Its stability, its achievements, its trustworthiness, its necessity can all be used to command the attention of the average newspaper reader. But the biggest and strongest of all is its *message*, which in its modern interpretation is summed up in that inspiring, manly, magic word—*brotherhood*. The Church's message is a very simple, a very human one, but it must be "sold" or rather given away, and as man is "a reasonable being" what more natural than appealing to that reason for his sympathetic attention to and interest in the message which the Church is seeking to promulgate?

No doubt Lethbridge *Herald* figured out the proposition in some such manner and presented it to a number of laymen, whom they knew were in earnest and were not afraid to spend money to get results. Besides rendering the community a distinct service the *Herald* thereby secured a very desirable advertising customer and increased its revenue accordingly.

Now the thing that we are concerned about is why every other city, town and hamlet in the Dominion that boasts a newspaper cannot do likewise. Advertising the Church is gaining in popularity in the United States and certainly the field and the newspapers are as good in Canada. We urge upon publishers the possibilities of developing business along this line. Let the newspapers of towns and cities co-operate with each other in creating this desirable class of business. The Church's mission involves *reaching the people*—the newspapers *reach the people*—so why not get together?



The Launching of a Great Work

THANKS TO the faithful performance of its task by the Canadian Cost Commission for Printers and particularly to the energetic and painstaking efforts of the Executive Committee of that body a practicable basis for the organization of the printers of Canada has been reached. As will be seen by a perusal of the first article in this issue, the Cost Commission recommended the formation of a Printers' Section of the Canadian Manufacturers' Association and the Cost Congress wisely adopted the recommendation and authorized the members of the retiring Cost Commission, which presented the report to complete arrangements with the officers of the C.M.A. and secure applications for membership.

The decision arrived at is quite a different one to that which was originally looked upon as being the most probably feasible, viz., affiliation with the United Typothetae of America. But no one can charge that the Canadian Cost Commission did not do all in its power to carry out the instructions of the Montreal Cost Congress in its efforts to reach a satisfactory basis upon which to link up with that organization. The outcome of the negotiations were that the Canadian printers were plainly told that the U.T.A. could only promise to spend in Canada an equal amount to that received in dues from Canadian printers, and that it was improbable that they would in any case depart from their present plan of handling all business

from a central office. They, therefore, could not accede to the Commission's proposal to open a branch office in Canada.

It was then that the Commission began to seriously consider the practicability of linking up with the Canadian Manufacturers' Association as a Trade Section of that body, and it was only after many conferences had been held between representatives of the C.M.A. and the Cost Commission, respectively, and the proposition had been discussed and considered from every angle that the Commission felt justified in recommending the proposal to the printers of the Dominion.

We believe the Canadian printers assembled at the Cost Congress acted wisely in adopting the recommendation of the Canadian Cost Commission to affiliate with the C.M.A. In doing so they expressed confidence in the Commission and appreciation of its patient and thorough labors on their behalf. In our opinion the C.M.A. plan is the *only one* available at the present time, and while that in itself would not be sufficient reason for its adoption, we believe it will provide a satisfactory solution for the immediate organization of Canadian printers, the great need of which no one will attempt to deny. Whether it will measure up to the growing needs of the industry in the future and thus provide a permanent solution remains to be seen. We see no reason to believe that it will not if it receives the united support of the printers of the Dominion, and if it is unhampered in the fulfillment of its mission in providing for the peculiar needs of the industry in whose interest it has been formed. The decision to form a Printers' Section of Canadian Manufacturers' Association is, we trust, the nucleus of a strong national, self-governing body of Canadian printers, whether as an integral part of the

C.M.A. or later, if the need and opportunity compels, as an entirely independent organization. As such we believe it is entitled to and should receive the enthusiastic and generous support of all job printers in the Dominion. The members of the organizing committee are successful printers, they know the needs of the industry and they have given and will continue to give freely of their time and energy to complete plans for affiliation with the C.M.A. as nearly ideal as possible. Therefore they can be safely trusted to look after the interests of the printers of Canada in the best possible manner and should be encouraged by every printer signing an application blank for membership in the new organization and returning it promptly to the committee when called upon to do so. *Printer and Publisher* feels that a great and splendid work has been launched in the decision to link up with the C.M.A. and that it is a big stride toward the printing industry taking its worthy and dignified place along with other business and manufacturing enterprises.

We would say to those who have in the past hesitated to associate themselves with those "awful competitors" that the time has come to break away from all old-time prejudices. Forget your real and fancied grievances of the past and live and act in the present. Encourage truth and honor by being truthful and honorable yourself. Co-operation is the most vital, the most significant influence of the age and the printers of Canada can improve immeasurably their noble calling, which we all love, by harnessing the co-operative spirit and making it their servant instead of allowing jealousy and distrust and narrow-mindedness to be their master.

Let's get together and boost and work for the new organization.



Editorial Brevities

THE COST SYSTEM is somethink like conversion. First of all it's a strictly personal question. Have *you* a cost system in *your* plant?

WE BELIEVE we have made a decided improvement in the appearance of *Printer and Publisher* this month by a change in the body type. How do you like it?

"THE PAINT UP AND CLEAN UP" campaign is taking a strong hold upon hundreds of communities throughout Canada. It is workable in the small towns as well as in the big cities and the possibilities for developing advertising are immense. The opportunity it presents to newspaper is fully explained on pages 72-76 in this issue.

EVERY MAN interested in advertising—and that should mean every man engaged in printing or publishing—should plan now to attend the Associated Ad Clubs Convention, at Toronto in June. It presents an opportunity that has never before been equaled and should be welcomed and grasped by every Canadian printer and publisher.

THE MOST gratifying letters we receive are those that contain frank criticism of *Printer and Publisher* and suggestions for its improvement. We are publishing a paper several times larger and many times better than a few years ago, but we are by no means satisfied and we invite the hearty co-operation of every reader in order to keep on improving in the future.

THIS ISSUE couldn't begin to hold all the good things that the Cost Congress unearthed, and a number of very valuable addresses will be published in full in the next issue. We know a good many of our readers have *Printer and Publisher* bound, and therefore save every copy religiously, but to those who do not we warn you to save this issue and the next because the addresses published in them are the best thought of experts in their respective subjects.

THE MAYOR of Edmonton became wrathful because two of the local dailies did not report him accurately—so he said—and induced a majority of the council to authorize the publication of a "Municipal Gazette." Of course, it would be a fine thing if his worship could be made to apologize for what should be regarded as an insult to the established and reputable press of Edmonton, but if that is inconvenient Edmonton publishers can rest content in the assurance that the journalistic enterprise of the city fathers will in all probability peter out after it has consumed a considerable portion of the tax-payers' money.

WAS THE Cost Congress a success? Ask those who traveled several hundred or perhaps thousands of miles to be present. They will tell you that they never charged up their traveling expenses more cheerfully or with a clearer conscience than they did on their return. And yet a few Toronto printers were "too busy" to attend! Well, we will be charitable, we know it was because they didn't quite realize just how good it was going to be.

REVIEW OF SPECIMENS

QUITE a large assortment of interesting specimens have just been received from Yarmouth (N.S.) *Herald*. Although not elaborate or pretentious, the neatness and simple beauty of many of these specimens give them a strong appeal. A few are here reproduced and show not only judicious combinations of stocks and inks but also the consistent use of one type face for each piece of work. The letterhead of the Yarmouth *Herald* has an inviting appearance in purple and light green on pale green stock. The little card at the lower centre of the group shows a novel way of handling a wedding cake box enclosure. The card itself is 5¼ inches long by 1½ inches deep. The two ends are folded in to meet in the

centre and bear the contracting parties' initials. Inside we read "With the compliments of Mr. and Mrs. Vernon S. Sweeny, nee Grace M. Stevenson. The card in the lower left-hand corner of the group offers a new idea for the

announcement of the birth of a child. The parents' names are printed near the bottom of an ordinary business card, with the name of the child and the date of its birth on a much smaller card. The two cards are caught together with a neat, little bow of white silk baby ribbon.

Distinctly original treatment seems to best describe

the two interesting specimens received from Dodd-Simpson Press, Limited, Montreal. One is a calendar of the second quarter of the year, which was designed, engraved and printed within the four walls of their plant, and offers a good idea of the range of work of this progressive establishment. The calendar is composed of a mount and tip-on. The mount itself bears the



Note the pleasing harmony secured by the use of a single type face for each job. From Yarmouth, N.S. *Herald*.

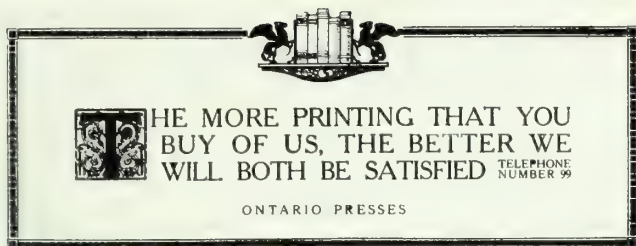
hand-lettered design and calendars printed in deep brown and green on india tint antique cover stock. The tip-on is a three-color reproduction of a popular painting exhibited at the spring exhibition of the Montreal Art Association. The other specimen which is here reproduced shows a novel way of handling a parcel label. Specially designed and printed on a good quality white stock in orange and black inks.



A novel treatment of a parcel label, in orange and black on white stock, from Dodd-Simpson Press, Montreal.



An artistic Easter card in brown, orange and grey on grey, dull finished coated. From Harry W. Leggett, Ottawa.



THE MORE PRINTING THAT YOU
BUY OF US, THE BETTER WE
WILL BOTH BE SATISFIED

TELEPHONE
NUMBER 99

ONTARIO PRESSES

A pleasing and well balanced blotter by J. Burton Brown, Belleville, Ont.

Harry W. Leggett, Ottawa, always unique and original in his ideas, remembers his friends with the unique card reproduced herewith. It is printed in brown, orange and grey inks on grey, dull finish stock.

J. Burton Brown, Belleville, Ont., has secured a very pleasing effect in the simple, well-balanced arrangement of the blotter reproduced herewith. The original is printed in grey and deep red on white stock. As the deep red ink is rather strong in contrast with the grey, it may have been well to have used a Persian orange or buff ink in place of it.

The April number of the monthly calendar cards being issued by the O.K. Press of Winnipeg, is certainly appropriate in design, and breathes a breath of spring in the flowers that embellish the motto. The card is printed in red, pale green and black on heavy, white antique cover stock.

Always refreshing in their pleasing variety and distinctive treatment are the specimens received from J. W. Short, late of Galt (Ont.) Reporter, but now with Hurley Printing Co., Brantford. It will be seen by the group reproduced herewith that Mr. Short's originality finds expression even in the smallest, everyday tasks and with work all too frequently handled in a careless manner.



A few examples of the neat and tasteful typography of J. W. Short, now with Hurley Printing Co., Brantford, Ont.

**SUNDAY SCHOOL
CONVENTION**
FOR THE RURAL DEANERY
of LINCOLN AND WELLAND



TUESDAY, FEB. 10, 1914
AT ST. JOHN'S CHURCH
THORALD, ONTARIO

A well balanced cover showing consistent use of capital letters, by Joseph L. Hill, Port Colborne, Ont.

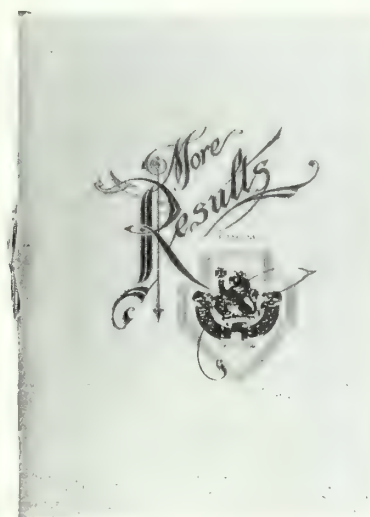
Joseph L. Hill, Port Colborne, Ont., sends in a few specimens which display very neat and careful treatment. Probably the best of the group is the little cover reproduced herewith which shows good harmony, balance and pleasing use of capital letters.

One of the most impressive and artistic pieces of printed matter received for some time is the portfolio entitled "More Results," from Reid Press, Hamilton. The cover, which is

here reproduced, is in five printings on embossed brown, antique stock, and the design itself has been beautifully embossed. The inside pages are printed in many colors on good quality white coated stock. Each page shows reproductions from recent catalogues, which give an excellent idea of the scope of the plant and assist the reader in deciding on a suitable style of reproduction for his own work. Between each sheet of coated paper is inserted a sheet of india tint, deckle edge, antique book paper, which extends about three-quarters of the way over the coated sheet. On this is reproduced the complete testimonial letter of individual firms for which catalogues have been produced, and is very convincing especially when followed by the coated sheet described above. It may well be said this portfolio reaches very closely the ideal of printers' publicity.

Quite unusual in character, atmosphere and mechanical excellence is the furniture catalogue sent in by John A. Williamson, Montreal. There is something refreshingly interesting and appropriate in the cover design showing an old-fashioned furniture maker putting together a chair which one immediately recognizes as a masterpiece of that period. The design is in four printings and embossed on a rich brown antique stock of good quality and ripple finish. The end leaves are just a trifle lighter in shade and weight than the cover and are of linen finish. The

inside pages, are of white coated stock that has been roughed and have a particularly soft, restful, inviting appearance, probably due to the modified colors of inks that have been used. Only the photographic illustrations are in black. The type is in pale green-grey; especially designed borders and line cuts are in the green-grey and a rather pale buff. The whole reflects great credit.



Cover of a sumptuous booklet from Reid Press, Hamilton, Ont.

A PAGE FOR APPRENTICES

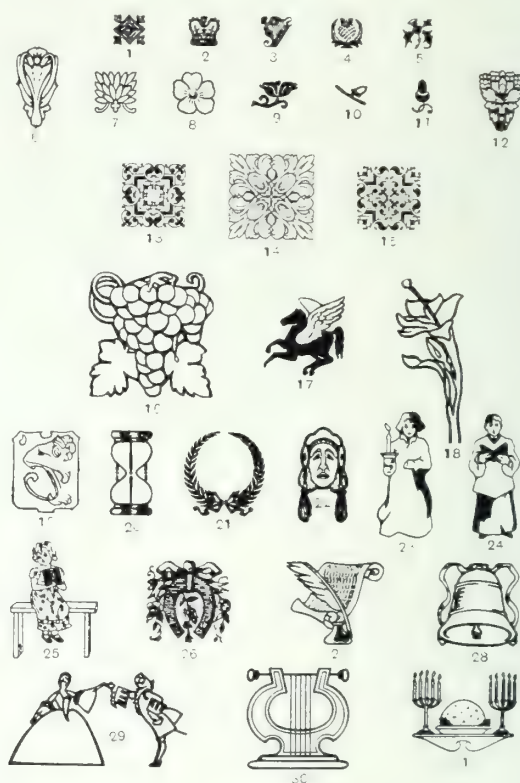
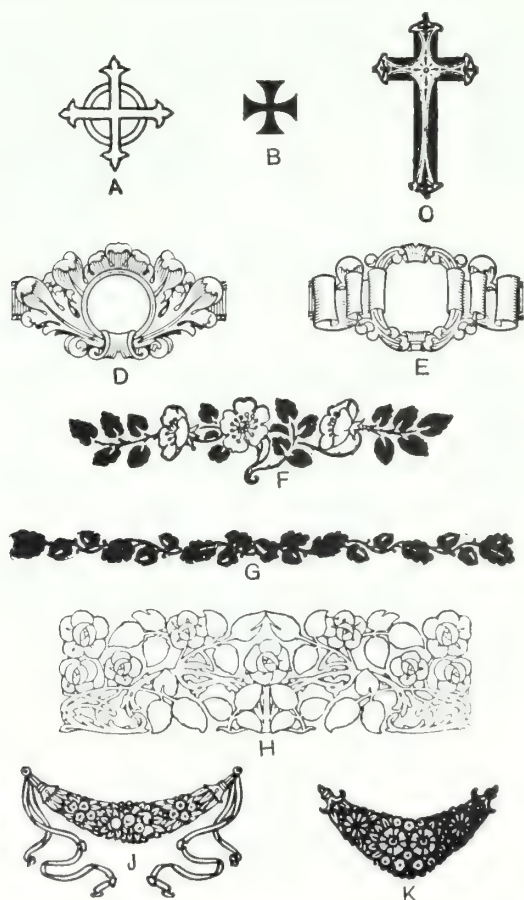
Conducted by J. W. Short
Superintendent Hurley Printing Co., Brantford

Part 9—Ornamentation

ORNAMENTATION means to adorn, embellish, beautify. Anybody can assemble a mass of type and decoration without regard to their relative value or appropriateness, but to derive the proper results from their use a passing knowledge of symmetry and different periods of illumination and ornamentation is necessary. Ornamentation of the Gothic period could not possibly be used with success in conjunction with Roman types or italics of Italian origin. Mediæval influence is brought to bear on the former and the influence of the Renaissance art period on the latter, with the result that they are as far asunder in appearance as the poles. All Roman types come to us savoring of architectural element, totally unlike the picture portrayed by the Gothics—of the painstaking craft of the scribes of that period.

In the accompanying diagrams will be seen groups of typographical ornamentation chosen principally for their

wide range. Numbers 1 to 5 and 13 to 15 are particularly adapted to the somewhat crude style of display shown in the chap books of the eighteenth century, the style of which it is sometimes desirable to follow in works of an



antiquarian character, such as book titles, etc. In these cases type of a character of old styles used in this period should be used in conjunction. All the other characters shown on this chart are suitable for use with Roman characters, the only care necessary being the choice of a type which coincides in tone value with the ornament.

Illustrations A, B, and C are only adaptable to works of an ecclesiastical nature and should never be utilized as embellishments on any other kind of job, Gothic or Old Style Antique being the most suitable faces to associate with these.

Examples D and E are modern adaptations of ribbon, cartouche and floral ornamentation, eminently suited to work in combination with types of the Caslon Old Style or Italic families; while with F and G style of headpieces it

is generally necessary to introduce color so as to tone them down to the status of their surroundings.

J and K (festoons) can be used to great advantage with types of the Della Robbia series, their tone and construction being peculiarly associated with these faces.

SYMBOLICAL DEFINITIONS OF ORNAMENTS.

- | | |
|---|---|
| <p>A Ornamental Greek Cross
B Maltese Cross
C Ornamental Latin Cross
D and E Examples of Cartouche ornamentation with scroll and ribbon decoration, extremely suitable with light, graceful Romans and Italics of the Italian types.
F, G and H Examples of Head and Tail Pieces, eminently adaptable for brochures, of an artistic inclination.
J and K Festoon adaptations (a most useful decoration).
L to S Old English Ornamentation (illustrative of 18th century decoration). Several of these are identical with ornaments cast by the Caslon foundry in 1750.
6 to 12 Conventionalized flower and foliage ornamentation.</p> | <p>13, 14 and 15—Ornaments composed of four pieces of foundry borders.
16—Fruit (symbolical of plenty)
17—Griffin.
18—Easter Lily.
19—Conventionalized lion's head.
20—Hour Glass (time).
21—Wreath (homage, tribute).
22—Drama.
23, 28 and 31 Christmas decorations.
24—Easter decorations.
25—Kindergarten or rural school.
26—Symbol of good luck.
27—Literature.
29—Conventionalized decorative spot, suitable for balls, etc.
30—Lyre (music).</p> |
|---|---|



The Value and Use of Requisitions

REQUISITIONS for supplies in connection with a printing business are practically indispensable in any well-managed office. A requisition system is never conspicuous except when its absence or inefficiency or misuse makes it so. Of course, the requisition system must be "managed" and its success as a means of avoiding inaccuracies, and curtailing needless expense rests largely upon some individual, generally the foreman or superintendent. The first step, however, is to adopt a requisition form that will be as simple as possible and at the same time work satisfactorily into the cogs of an efficient cost system.

Recently the American Printers' Cost Commission issued a few supplementary blanks to the Standard Cost Finding System, including a requisition blank that has been devised to meet requirements of the average printing office. It is intended for use in triplicate, the original being reproduced herewith. As will be seen the original is sent to the seller as an order for the goods. The duplicate bears the words, "To be retained in office—to be checked and job number posted to invoice." The triplicate is the receiving clerk's copy to be used by him in checking the goods when received. The triplicate system is undoubtedly the ideal one, inasmuch as it admits of checking the three important factors in connection with purchasing goods. The order itself should be initialed by someone responsible; the price is checked when the invoice arrives and the charge made against the job for which the goods were ordered; and the goods themselves are actually checked as to quality, quantity and condition by the receiving clerk.

The original of the form shown is 7x4 inches and it is desirable that stock of distinctively different colors be used for each of the three copies.

An important point to be remembered in issuing requisitions is that a separate order should be issued for each item. In no case should requirements for different jobs be ordered on the same requisition.

A writer in the *Bulletin*, issued by the United Typothetae of America, tells the following incident to show the absolute necessity of a system of requisitions and exercising care in operating it.

"In visiting a plant the other day we overheard an incident which, briefly stated, tells where an order for paper involving a rather large freight bill was duplicated because this particular office did not have in use any system of issuing requisitions. It appears that at the time

the order was received, the salesman in his anxiety to care for the job so that no delay might occur, ordered the stock. As the order passed to the shop, the superintendent noted the kind of stock wanted, and finding none on hand, communicated with the manager, who in turn issued an order for a like amount. The duplication was not discovered until invoices were received for both lots, and then it was too late for cancellation."

While this might appear to be an extreme case, such mistakes no doubt occur at frequent intervals in many

Form 23—Devised by American Printers' Cost Commission

A. B. COMPANY ORIGINAL SEND BILL WITH GOODS
PRINTERS AND BINDERS TO BE USED AS ORDER BY SELLER
1234 PRINTERS BLDG.
ANYWHERE

Your City, _____ 19__

Please deliver _____

PUT THIS NUMBER ON BILL AND PACKAGE

A. B. COMPANY

By _____

An efficient Requisition System is a necessity.

plants because they do not insist upon the use of requisitions in the purchase of all goods, nor do they adhere to any system insofar as buying is concerned.

In order to properly look after the issuing of requisitions in a plant, it is not necessary to introduce a system that carries with it many details, for if arrangements are made for a certain individual to approve all purchases, and have all orders entered upon a proper blank, the method is applicable to the smallest of plants.



The Fable of the Beguiled Printer

AND IT Came to Pass in These Days, as follows:

There Cometh unto the Printer a Man from Lockport Yearning for 500 Postal Cards, Printed, the Printer to Furnish the Cards and Stamp the same.

And lo, and behold, when the Printer saith that the Expense thereof would be 11 Shekels (\$6.60) he Marvelled.

And he Said unto the Printer, behold I can get them for 8 Shekels (\$4.80), and he Went his Way.

Then it Came to Pass that the Way-faring Quack Doctor and Soothsayer cometh unto the Printer with Divers Jobs wrought in many Colors, even like unto the rainbow.

And peradventure, he did Beguile the Printer to Print by giving Cash Offerings in Gold, and in Silver, and in Scrip, and likewise Nickel and Copper, for the first Job.

And as he brought forth his Purse to Settle, behold it was Stuffed like unto the Whale that did Jonah swallow.

And ye Printer smiled with exceeding Great Joy.

Now the Soothsayer beheld the Gladness of the Printer's heart, and he waxed glad, and communing with himself, said, I will Strike him Again.

And moreover, he Struck.

But when he got the second, third, yea, and likewise the fourth Job, he Payeth Not, but Skippeth like unto ye Flea or Hoppergrass.

And no man knoweth unto this day whereon he alighteth.

And the Printer waxed Wroth and murmured evil Sayings.—*Tonawanda Prospector*.

Management By Efficiency*

By Edward B. Passano

Waverly Press, Baltimore

SCIENCE, we are told, is knowledge of principles and causes, accumulated and established knowledge, knowledge classified and made available in work. Scientific management means, according to Louis D. Brandeis, universal preparedness. To be fully prepared for the problems of management it is absolutely necessary to know *what* has to be done, *when* it has to be done, and finally *how* to do it. The *what*, *when* and *how* of business are the three big questions to be answered before any real progress can be made toward raising the standards of efficiency in any business organization. To quote broadly from an article that has recently appeared in *System*, *how* is the biggest word in business; that to know how is to spell success; that capital equipment, energy, loyalty, grit and courage, all more or less essential to success in business, will not bring success, and often count for nothing, as compared with knowing how to perform the functions and operations that are involved in a business enterprise. In my opinion tradition is the greatest handicap to progress in business; it means to do things as they have been done in the past, while the principles of scientific management teach us how they should be done in order to accomplish the highest standard of efficiency.

I shall endeavor to point out to you what I consider should be the first steps to be taken in applying the principles of scientific management to a going concern. I shall lay particular emphasis on a few general points which will bring results, without involving any great expenditure of money, and without disorganizing or antagonizing the working force; then I shall outline briefly how the work can be continued to the highest degree of refinement, and finally offer a suggestion in accounting which will enable you to know definitely at all times whether the work of refinement is profitable.

The first question is to find out *what* kind of work is best suited to your equipment, and to the training of your workmen; when the answer is found then you have established your sales problem, and have made the first step toward specialization. To accomplish this every order that is undertaken must be thoroughly analyzed, planned in detail, full instructions issued as to how it is to be done, and directed or scheduled to the equipment or workmen best qualified in your judgment to do the work efficiently. Such analysis will soon show which orders suit your equipment and organization, and are profitable, and which are misfits or square pegs in round holes. It will naturally follow that your efforts will be directed toward securing the business best suited to your shop; just as the retail merchant who tabulates his sales soon discovers the lines of goods which turn over most rapidly, and consequently can be sold on a lower margin of profit but still with a greater percentage of earning on the capital invested;

and the slow moving and unprofitable lines which are soon discontinued.

The thought will come to you: "My field is restricted, I must estimate on work that is offered and endeavor to handle all orders that I am fortunate enough in securing." I thought the same way ten years ago. I know differently to-day. We constantly decline to submit quotations on certain lines of printing and send the inquiries to those establishments especially equipped to handle such. Of course there is a certain amount of work of a collateral character taken to balance the load, but the sales problem is clearly defined, and every effort is made to develop it. You will find that the field of the specialist is not restricted. Since we have been specializing, our business, which was purely local, has spread so that we now have regular customers from thirteen different states, one of which is Arizona, and occasional orders coming from nine or ten others, reaching as far as the Pacific Coast.

In my judgment, gentlemen, in knowing what you are doing and what kind of orders you require to suit and balance your equipment, thereby standardizing your sales problem, you have taken what should be the first step in applying the principles of scientific management. Fundamentally, scientific management is based on standardization, and by taking the step I suggest you are simplifying all of the problems that are to follow.

SPECIALIZATION.

Before taking up the question of *when*, I wish to say a few words about the value of specialization to a business organization. The most accurate and most efficient work is

that which is done subconsciously. Starting with the simpler motions and operations, when they can be performed without mental effort the result is found to be an increase in the amount done and in the accuracy of the accomplishment.

The argument has been advanced that specialization in operations is narrowing in its influence on the workers, that they become practically automatic machines without interest in their work. The psychologist, as well as the engineers who have studied the problem and its application to work, generally agree that specialization adds interest to the lives of the workers, in that it reduces the burden of labor, and leaves the individual at the end of the day in better physical and mental condition, fit for some form of recreation even if it is of such a nature as to require both physical and mental exercise.

Business is a game which we are all playing to win; we all know that team work is the plan that wins, and that team work means specialization. A person usually specializes in his pleasure, in recreation. Why? Because it adds interest to the same. Usually one who takes up tennis is not a baseball or a golf enthusiast, and those who derive the greatest pleasure and make the greatest



EDWARD B. PASSANO

*Address delivered before the Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

mark in their work or play are those who concentrate their efforts in one direction.

Specialization in business will not only produce more efficient salesmen and workmen, but it simplifies the whole plan of standardization. There are fewer things to standardize, fewer motions and operations to teach the workers, which also means that there is a greater degree of repetition, and as practice makes perfect, the whole working force becomes more proficient, and it necessarily follows, more efficient. Work is produced at a lower cost, which means greater profit, and the ability to control the situation more effectively when in competition, not only by offering the reputation and service of the specialist, but a lower price or greater value when it is necessary to do so.

WHEN.

In order to satisfy customers and build up trade it is essential to render good service. Service not only implies producing the order up to the standard of quality agreed on, but making the delivery at the time specified. In order to accomplish the latter it is not only necessary to know *what* has to be done, but *when* to do it. Theoretically this is not a difficult problem, as it requires only an accurate knowledge of the capacity of each unit of your equipment, the amount of work to be handled by each unit on each order taken, and when the work will have to be done. In practice the problem becomes a little complicated, but it is not a difficult one to handle. It means the development of a system of routing and scheduling which will be found to be one of the most valuable aids in the efficient management of a business. I shall endeavor to give you a description of the method we have developed, and which has proved very satisfactory. There are numerous plans in operation, and it will be found that each business has its own peculiar features, which will necessitate special adaptation to the principle involved. In the first place, the printing business is peculiar in that an order is not usually in continuous control from the beginning to the end. It is divided into three separate stages of production: the first from the time that the copy is received until the galley proof goes out; the second from the time that the galley proof is returned until the page proof goes out; the third from the time that the page proof is returned until the work is finished and delivered. Until this was realized we made no headway in routing and scheduling. Even now we do not attempt to route and schedule beyond the first stage in starting an order unless a standard work schedule is adopted by the customer, governing the time for holding both galley and page proof. Such is usually established for regular publication work, and frequently in book and catalogue work as well. Such a plan enables you to allot the required amount of time on the planning schedule on the dates which correspond.

There are certain units of a plant which control production; if the wire stitching capacity is, we will say, 10,000 a day, then it is necessary to plan the work, and base the promise of delivery for each day on such a capacity; and so all along the line covering each operation. Hand operations are more or less flexible, but the machine capacity is not so; therefore the first requisite is a general planning schedule. The form which we use provides for each machine, there is a double column under each heading covering the work hours for the entire month. In the first column is entered the allotted time, in the second column the actual time as the work is handled in the shop. The general planning schedule covers a period of twelve months, so we keep constantly before us the open time on each machine over an entire year. As each order is booked, the time required on each machine is determined, it is entered on the planning schedule to cover such an amount

of time, and on the date it must be handled in order to make the promised delivery. From this schedule are made the individual time schedules for each order, which show the time in which each stage of the work on same must be handled; and the machine schedules, which show the order of work for each machine. The advantages of such a plan are readily seen, and are as follows:—

1st. You can make a definite promise of delivery with impunity, stipulating definitely the conditions to be lived up to by the customer; you sell a definite number of hours at a definite time.

2nd. You can see at a glance the relative order in which work has to be handled, and the volume to be handled, which enables you to arrange in advance for overtime, when it is necessary.

3rd. You are prevented from undertaking to do more than the capacity of your equipment, and from making promises of delivery which are physically impossible.

4th. And a point on which I wish to lay particular emphasis, you have before you always the amount of work and the kind of work you need to fill your shop and balance your equipment, and when you need it in order to keep your facilities going.

So far we have planned the necessary machinery of an organization to show *what* is wanted and *when* it is wanted.

HOW.

We have now reached the third and the most important question to be answered, *how*? By determining what to do you lay the foundation of your business; by knowing when to do, and by doing things when they should be done, you establish the machinery for building your business, but by knowing how to do, you place the same on a firm and permanent basis because it is such knowledge that assures you profit and success in your undertaking. All of this is scientific management, and you might say it is based on standardization, standardization of sales and product, of equipment and method, of operation, motion, time, compensation, and finally of profit. The work is far-reaching, and will carry you in many directions. The principles involved are applicable to any line of activity. The present question is, however, where to begin and how should the work of determining *how* be started.

You will find that every operation can be performed in a number of different ways; there is always a best or most efficient way. After you have studied working conditions in any establishment it will be seen that each man has his own method. The problem in management is to analyze each method in use, determine which is best, establish such as the standard of the office, and train all operatives to use the same. It is usually found that even the best method in use is not the best that can be obtained. Often slight changes in equipment will very materially affect production and increase efficiency; then by studying the motions in use for performing the task, frequently a number of them can be eliminated and the work thus simplified, and the efficiency increased. After each operation has thus been standardized, it becomes necessary to offer some incentive to the workers for increasing their production.

There are a number of plans of compensation and reward which have been developed, all of which can be used successfully; some fit certain conditions better than others, but as this is what might be termed the ultimate refinement in scientific management which will bring the highest degree of efficiency and reward, it will naturally be a while before the point of its adoption is reached. A number of treatises on the subject have been published by the different engineering societies. They can be obtained and should be carefully read in preparation for the future.

Before any of the established plans of compensation, however, can be adapted on a fair and accurate basis, time studies of the operations must be made. This is a special branch of engineering, and there are trained workers in the field whose services can be obtained. Articles on the subject have been published and some special appliances which facilitate the work can be purchased. As soon as time study is taken up it usually follows that a further possible elimination of lost motions is shown and can be accomplished.

Before closing I wish to offer a few suggestions in cost accountancy which may prove of interest to you. The subject is rather technical, but I shall endeavor to present it so that the principle involved will be understood.

Efficiency in business is synonymous to profit, for without profit business cannot exist, therefore, I say to you, if efficiency of the whole is ultimately and finally measured in terms of profit or loss then it is proper that the efficiency of each department and of every unit of production in each department should be measured by the same gauge. An increase in productive hours, or an increase of product does not necessarily indicate an increase in profit. Profit is obtained by reducing expense, or it is lost in the same account. So I would suggest that in order to know whether the *how* which is adopted as a method or an established standard of operation is increasing efficiency, *i.e.*, adding to the percentage of profit earned on production, that it is necessary to measure efficiency, not in terms of productive hours, nor in terms of mechanical production, but in terms of profit on production. This is not the simplest problem to solve, by any means, but I state that the principle involved is right, for by such a system the effect of every method used to increase efficiency is accurately shown in the results obtained by an increase or decrease in profits earned.

Now as profits come out of or are lost in expense accounts, you can readily see that even with established methods of doing work, which are maintained on a high standard of efficiency, a variation in the volume of work handled will vary the percentage of profit; that with the equipment evenly balanced and worked to its full capacity the fixed charges, or overhead burden as it is sometimes called, will be distributed over a greater number of units of product, which will naturally decrease the unit cost; that as the volume of business decreases the expense charge per unit of product increases, which increases the cost per unit and decreases the profit; that the point is reached in volume of business where all profit is absorbed in expense, and from there down an actual loss is sustained. A system of cost accountancy which shows the unit cost or percentage of profit for different volumes of business, predetermines the cost or percentage of profit which will be earned when work is taken at established prices. The weakness of existing systems of cost accountancy is that cost is based on past records of production. If the volume of business during the past period used as a basis is low as compared with the capacity of the plant, then costs will be relatively high; estimates based on such will be high and the business sought will usually be lost. By knowing at what price work can be taken, owing to the decrease in expense due to the increased volume, and still retain a standard percentage of profit, many an order will be taken, actually adding to the profits earned, which however under established methods would show a loss.

Before closing I will tell you briefly what has been accomplished in our establishment by applying the principles of scientific management. We have established the standards of product on which we specialize. We know what we want. We know when we need business, and of

what character and in what volume to keep our facilities going and our plant balanced. We know at what price we can afford to take business and still maintain a standard percentage of profit. And our present task is learning how to do the work before us. It is a big task and we see enough ahead to keep us busy and interested as long as our journey runs.

In closing I may say that the thought of some that scientific management is a panacea for all illness in business is a mistake. It will not cure a disease of business, it will only find the cause, and point to the remedy; and the remedy has to be applied. The operation of the machinery of such an organization needs men, and men of the highest type, men that know *how*. Such men are scarce, they are in great demand, it is the men that know how that mount the ladder of success and head the great industries of the world. They are comparatively few in number and the world needs as many as can be produced, and one of the results of scientific management is that it not only raises the standard of work and product, but it raises the standard of men.



What Every Printer Should Do

IN THE last issue of *Printer and Publisher* we devoted a page to discussing the problem of keeping municipal printing at home. Letters were published covering the situation in Barrie and showing the commendable stand taken by a printer in Oshawa who was asked to tender on the work for the town council of Barrie. If printers who received a similar request would follow the example of the one referred to, the problem would be solved. We were pleased to receive a letter from G. M. Goodfellow, of C. M. Goodfellow & Son, Whitby, which shows that they are endeavoring to "do as they would be done by," in the matter of municipal printing. We quote from Mr. Goodfellow's letter as follows:

"I was very much interested in the article in April *Printer and Publisher*, entitled 'Local Printers Should Get Municipal Work.' The town of Barrie is not the only municipality which seeks tenders for printing from out-of-town printers. We recently received a letter from the clerk of the village of Port Perry asking for tenders on certain samples of work, including a Voters' List. No doubt other printers in this district received similar letters. Our reply was to the effect that we did not care to tender on work for Port Perry village, since there were two offices in that village that ought to have an opportunity to do the work. We refused to tender unless some good reason was offered why the work could not be done by the Port Perry offices, such as lack of equipment, or similar valid reasons, knowing, of course, that no such reasons could be advanced.

"We feel that if all printers refused to do work for other municipalities, officials would soon realize the fact, and fair prices could be secured by the home offices, without any fear of a threat that printing would be secured from foreign offices in future."

The keeping of municipal printing at home is one of the achievements being accomplished by district press associations and in localities at present unorganized the problem should provide an excellent reason for getting together on a co-operative basis for the improvement of trade conditions and the eradication of trade evils, that of which this article is the subject being by no means least.



A Square Deal

In business watch your competitors. No one man or concern has a monopoly of all the best brains and methods. Let competition be an incentive to your energy and ambition. Give the other fellow a fair, square deal and beat him out on your merits.—Walter H. Coddington.

Errors—Their Cost, Cause and Prevention*

By George H. Saults.

Saults & Pollard, Limited, Winnipeg

THAT ERRORS exist in connection with the printing business is, I take it, a safe foundation upon which to build a superstructure of comment, criticism and censure.

We are all, one might say, obsessed with the idea that something should be done to improve the status and profitability of the printing business—hence this splendid congress of earnest and discontented men.

IMPROVE SUPPLY HOUSE METHODS.

First of all then, to begin at the beginning of things, let us examine the conditions prevailing in connection with the buying and selling of printing plants. Let us do a little proof-reading, and see if we cannot mark a few legitimate errors on the margins of the contract forms and lien notes of the supply houses.

The practice of supply houses selling on small payments and long credits to all kinds of individuals—particularly to incompetents and irresponsibles—is, I submit, the beginning—and the continuance—of our greatest evil, and is an error that demands immediate correction.

The attitude of the supply houses toward a prospective purchaser is to ask a small cash payment and a lien on the goods, making a contract calling for small installments, covering an indefinite period. If competition is especially keen, the question of a cash payment is waived. Mighty little consideration is given to the competency or character of the individual, or to his field of operation. There seems to be one mad, consuming desire, and that is to make a sale.

While objection is taken to the present disastrous and undignified methods of the supply houses, let it be distinctly understood that the speaker is unalterably opposed to the adoption of any scheme that would have for its purpose the handicapping or prevention of any deserving or competent person from establishing himself in business under proper conditions. The man who is ambitious to get started for himself deserves every consideration, providing he is competent and decent. He is entitled to a fair deal—and by the same token every man now in business is entitled to the same treatment. Let there be fairness, honesty and good business practice meted out to both. This is what we should ask—should demand—from the supply houses.

SUGGESTED SCHEDULE OF TERMS.

The following terms and conditions are submitted as a fair and reasonable basis:—

Cities.—All plants of \$1,000 or less, spot cash; \$2,000 to \$5,000, half cash, balance within eighteen months, divided into equal monthly payments. Plants of \$5,000 to \$10,000, half cash, balance within two years, equal monthly payments.

*Address delivered before Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

Additions to City Plants.—All amounts up to \$500, an open account of thirty days. \$500 to \$1,000, three months; \$1,000 to \$3,000, one-third cash, balance within a year, equal monthly payments; over \$3,000, one-third cash, balance within eighteen months, equal monthly payments.

Country.—Plants of \$750 or under, spot cash; \$750 to \$3,000, half cash, balance within one year, equal monthly payments; \$3,000 or over, one-third cash, balance within two years, equal monthly payments.

WEED OUT UNWORTHY INDIVIDUALS.

On such a basis as this, those who want to break into the printing and publishing business would be obliged to risk some real money, and would also be obliged to seek a field that gave promise of sufficiently profitable returns

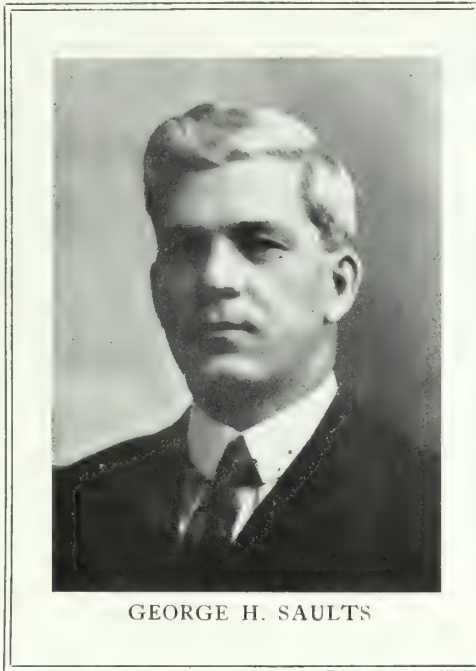
to meet the monthly payments, to say nothing of the current operating expenses. With his own money really invested and with the need of actual profits, the chances are attention would be given to a preachment of the cost system doctrine and to the advisability of maintaining fair prices.

In connection with failure to meet payments, extensions should not be made by supply houses without the consent of competitors or of an organization such as this congress, a board of trade, or the Canadian Press Association. If an applicant for extension of time shows he is working along right lines, and is worthy of an extension, no objection would likely be raised by the trade. But should it be shown that the applicant for extension is a menace to the good and welfare of the trade—an outlaw—a man who will have nothing to do with his fellows—who is an incompetent, and a price-cutter, is it fair

to the trade to have a supply house put its hand in its pocket and loan this kind of a man \$100, \$500 or \$1,000, as the case may be, to further perpetuate this menace? To give an extension is a loan pure and simple—in other words, these awful competitors we hear so much about are, in many cases, being financed by the supply houses. Let us, gentlemen, look this matter square in the face, and if the beginning of our errors is where here indicated, should we not make a move towards correction?

BETTER FOR SUPPLY HOUSES TOO.

There should be no insurmountable difficulties in the way of an amicable and profitable solution. The supply houses are few in number, and there should be little or no trouble in convincing them that to co-operate with the trade along new and better lines will prove infinitely more profitable and agreeable than the present system of liens and credits. A fine start would be to have legislation passed forbidding the taking of a lien. I don't know whether such a law could be secured, but if so, there would be a big falling off in the number of new printing offices.



GEORGE H. SAULTS

The type-founder would then be placed on an equal footing with the paper and ink men—who are obliged to exercise care or go without payment.

Has it ever occurred to the competent and responsible printer and publisher that he is being made the "goat" in connection with the present methods? The supply houses are hot-foot after him for prompt payment, but submit to all kinds of indignity, worry and delay from the incompetent and irresponsible. Why this partiality? Why not all owe or none owe?

The type-founders are not the only offenders along the lines here referred to. Vendors of typesetting machines are equally at fault—if not more so—for I am informed that it is possible to purchase a certain make of machine on a cash payment of \$100.

Just so long as the present conditions exist the printing business will suffer depreciation, in spite of cost congresses and other efforts to dig the trade out of the ditch. The smaller and meaner the purchasing conditions are, the smaller and meaner will the men be who get into the business.

THE ELIMINATION OF OFFICE ERRORS.

For the purpose of getting farther along over the ground to be covered by this paper, let us now assume that a plant has been established under decent business conditions and is being operated. The elimination of errors is a test of efficiency, surely. Therefore, we will commune in regard to a few things relating to office errors.

An effective way to eliminate errors is to be careful and attentive in receiving instructions. In the case of small orders, all copy should be read over in the presence of the customer. Write down all instructions on a blank form specially designed to take care of every operation a job goes through. Don't depend upon your memory. Where you are asked to write the copy, have customer read it over and mark it O.K.

Too much emphasis cannot be placed upon the necessity of care in estimating. Here is one place where speed is to be deprecated. Don't be rushed—take all the time necessary. A price-list is a great protection against errors in quoting prices—a price-list such as we have in Winnipeg, for example—115 pages—every page an insurance policy.

EVERY ERROR SHOULD BE SERIOUSLY REGARDED.

Copy should be edited, and if not easily read, should be typewritten. This not only helps to eliminate errors, but adds efficiency and economy. Job ticket instructions should be typewritten and should be complete, covering every process of manufacture. Together with good copy and complete instructions should go a system of strict discipline and close supervision. If you can succeed, for example, in having it said that "the 'boss' kicks up more fuss around here on account of a little slip than most places would if a whole form were pried," you are on a fair way to being assured of careful service and an absence of errors.

NEVER GIVE VERBAL INSTRUCTIONS.

If change of specifications or additions come in after copy has left the office, see that written instructions are given—either on job ticket or by a note. Never give verbal instructions unless of a trivial character. They are so susceptible of misunderstanding—and are easily forgotten, or denied.

The manager, superintendent, boss, or whatever you wish to term the personage in the office who is the responsible head, should keep in close touch with the workrooms. This injunction applies, of course, to the larger shops. It is practically always true of the smaller ones.

Rigid, but kindly, discipline is a preventive of errors. Friction between departments should be ruled with an iron hand, and if continued after warning, dismissal is advis-

able, no matter how competent the perpetrator or perpetrators may otherwise be. Harmony and good feeling must exist in an office if errors are to be avoided.

All proofs should be read by the office, whether seen by the customer or not.

The unsystematic and bad habit of picking up a job and reading it without having the copy held, or even without reference to the copy, should be discontinued. Many an error has followed this slipshod practice.

Running should not be commenced on any job until it receives an O.K. from the man higher up.

THOSE LITTLE "OBVIOUS" THINGS.

Time will not be taken up here to go over the many very palpable things that should be done, such as the employment of competent and loyal help, the existence of a capable proof-reading staff, the exercise of care in the matter of getting out the right kind and right quantity of stock, the placing of same in press room properly marked; careful checking, labeling and shipping, and the many other essentials that must necessarily prevail in anything like a reasonably well conducted shop. An effort has been made to touch only upon some of the perhaps neglected features—sufficient, I hope, to start a profitable discussion.



Discussion Following Mr. Sauls' Address

PERSONS inclined to superficial criticism might charge that Mr. Sauls wandered from the subject assigned to him by introducing a discussion of supply house terms and methods. However that may be, the fact remains that the man from the 'Peg touched upon a matter of the most vital concern to the welfare of the printing industry in the Dominion, and one that was not covered by any other speaker. It was gratifying to note that the Congress attached much importance to the evil which Mr. Sauls so vigorously attacked, and as will be seen from the following report, possible ways and means of remedying it were discussed earnestly and at some length. As a result of consideration by the Committee on Resolutions the matter will be taken up with the supply houses by the Executive Committee of the Cost Commission. A satisfactory uniform basis of credit is almost certain to result.

H. H. Hull of the Edmonton Ptg. and Pub. Co., Edmonton, thought that the matter referring to supply houses was of such importance that all present ought to say something about it. He knew of many cases where men out of jobs with from \$500 to \$1,000 saved had been induced to start in business. In many cases these men had made good, but in many cases also, they had gotten so far behind that in the end they had lost everything, including the savings which they had invested in the first place. He thought the meeting should look at the question from the standpoint of such men as these as well as a personal standpoint. He believed the plan advocated by Mr. Sauls was a good one, and that the system of credit thus advocated should solve the difficulty. He explained what had been done in Alberta, citing the Lien Act on farm machinery. The situation with regard to the supplying of printing machinery was similar. In the opinion of the speaker steps should be taken to have the Lien Act amended.

C. W. Rous, of Rous & Mann, Limited, Toronto, stated that Ontario was worse than any other Province in the matter of liens. In this province liens do not have to be registered, whereas in Quebec such is necessary.

W. A. Desbarats, of Montreal, explained that no liens were given in the Province of Quebec. There goods were sold on a lease, and all that the supply house had to do

was to notify the landlord that the machinery supplied to the tenant would not be liable for rent.

The Chairman, Geo. M. Rose, Toronto, expressed the opinion that if the supply houses could not get liens on the goods they supplied they would not be inclined to take the risk of supplying equipment on less than half cash payment. If the Lien Act could be modified it would make a great difference in trade conditions and benefit all concerned.

F. M. Kimbark, Toronto, stated that good work could be done if the co-operation of the Credit Men's Association were obtained.

Mr. Hull rose again to explain that the largest sales made by the implement and agricultural machinery companies were now being made to farmers living in the country north of Edmonton. These sales were made on a fixed cash basis.

SHOULD SEEK AMICABLE SETTLEMENT.

Mr. Sauls thought it would be possible to make arrangements with the supply houses without any difficulty or altercation. He thought the main necessity was for the printers to awaken themselves thoroughly to the necessity of getting matters on a better basis. The supply houses, he believed, would see the wisdom of adopting a new basis. If they adopted a basis which would help the trade they were bound to help themselves. He went on to point out that the printers should realize to a fuller extent their own importance. The printing industry was sixth in importance in Canada. In Winnipeg it occupied second place, and there they lost no opportunity of impressing the fact on the people at large that they occupied second position in manufacturing importance.

H. L. Rous, Toronto, stated that in Detroit a committee made up of master printers and supply men had been formed to pass on all applications for machinery from men intending to go into business. This prevented the possibility of incompetent men being given a start on unsafe terms.

George Brigden, of Brigdens, Limited, Toronto, suggested that a committee be appointed to take up the question of the attitude of supply houses on giving credit.

Mr. Kimbark pointed out that the question was one

which could be and should be handled by the new organization.

H. P. Moore, *Free Press*, Acton, Ont., thought that some action should be proposed for the new organization. This could well be done by the meetings then in session, as a result of the paper which had been heard and the ensuing discussion. He went on to point out that the question affected not only the city but the country trade as well.

Mr. Sauls pointed out that there was a big difference in the supply houses giving credit to responsible parties who had been in business, and to irresponsible parties who were starting in business for the first time. He spoke strongly on the subject of permitting irresponsible parties to thus enter the business without making any real financial investment, adding, "I have said 'irresponsible,' but if the ladies were not present, I would say something much different." (Laughter.)

On the motion of John M. Imrie, Toronto, seconded by T. Anderson, of Guelph, the matter was referred to the Resolutions Committee.

In regard to the second part of Mr. Sauls' address, H. L. Rous, Rous & Mann, Limited, Toronto, asked if any system had been adopted by his company of disciplining men for the making of errors.

Mr. Sauls replied in the negative. It had been his object to educate his men to feel as badly about errors as he felt himself. When this mental attitude had been reached there was little difficulty thereafter with errors.

George R. S. Fleming, Atwell Fleming Printing Co., Toronto, outlined an interesting and effective method of showing employees the cost of spoiled work. He had drafted up a number of slips which could be distributed to employees or pasted conspicuously for their attention, which showed exactly what errors of this kind amounted to. For instance, an error which spoiled a \$10 job was equal to the loss of profit on a compositor's work for 66 hours, on a press running for one week, a folder running one week, on the profits of a cutting machine running 70 hours, on the time of a bindery girl for two weeks. Few employees would be inclined to credit these figures at first glance, but on being shown how serious errors were, the result would be a more careful attitude on their part.



Depreciation—Its Principles and Application^{*}

By Robert A. Robertson

Robert Duncan Co., Hamilton

A FRIEND of mine a couple of years ago told me that he had just completed a very expensive motor ride. Asked what he meant by this, he replied that he had completed a trip around the bay in a car which had cost him \$2,600, and which now being second-hand, would not bring him more than \$1,300. This shows depreciation with a vengeance. Nevertheless it is a fact that is being continually brought home to us that a used machine, no matter how little it has been used, is only a realizable asset at much less than its cost. The same thing applies in a greater or less extent to every machine that we use in our offices. A brand new and unused press once installed, begins to depreciate in value as a quick asset the moment it is put in position.

The same principle applies to the human body, the most

delicate machine of all, which minute by minute depreciates until it finally arrives at the scrap heap. Time is relentless in its attack on values, and if we are to avoid the inevitable shrinkage in the value of our plants we must place a tax upon the product of these plants during their lifetime sufficient to insure a sinking fund for their renewal, for the same reason that we place life insurance against the time of the breaking up of the human machine.

In discussing this subject, it is best, in my opinion, to treat the plant investment as a whole, without attempting to enter into details as to the varying life of different machines. Some well cared for and much-used machines may long outlive little-used and neglected machines. It is better, therefore, to deal with a general average. The actual life of a plant as a whole is of course a matter of conjecture.

^{*}Address delivered before the Third Canadian Printers' Congress, Toronto, April 16 and 17, 1914

RESERVE FUND TO COVER DEPRECIATION.

The modern method is to consider that depreciation is not an expense, but a condition necessitating the expense of replacement.

To provide for such replacement, a sinking fund or replacement reserve should be created and a definite amount charged against the machine's product each year, which is then set aside as a replacement reserve fund so that the amount of money in the reserve fund and the depreciated equipment taken together will always represent the full amount of the investment originally made.

Most modern methods of cost estimating place the average at ten years, and this appears to me to be a reasonably fair plan. That is, we will take as a general principle that sufficient is to be written off the value of the plant in each year as may be necessary to renew it in its entirety out of a fund to be provided for by writing off ten per cent. of the total value of the plant every year. It is quite true that it is more than likely at the end of ten years the amount written off will more than provide for the shrinkage in value of the plant, especially if the business is at the end of this period a going concern.

No one will have been unfairly used if the charge for the product of the plant has been fixed at a price which includes this reasonable tax. Any profit that there may be in this fund surely belongs as much to the proprietor of the printing plant as it does to the rich corporation, which makes the salary of the assistant to the purchasing agent out of the errors made by printers and book-binders in their estimates.

DEPRECIATION SHOWS ITSELF IN TWO WAYS.

First—the actual physical tax resulting from ordinary wear and the average of accidents.

Second—the comparative inefficiency of machines caused by the constant improvement through inventive genius of other machines which do the work in a less expensive and more efficient way.

For instance, my firm recently bought a Washington hand press which we use as a proof press, for the sum of \$80, a little more than its cost in scrap iron. The machine itself shows no sign of wear. It is absolutely as efficient to-day as when it was built, possibly 40 years ago, when it could not have been purchased for less than \$500. This case very clearly shows depreciation through inefficiency.

CANNOT SIDE-STEP DEPRECIATION.

The man who thinks he is side-stepping the subject of depreciation because his plant has been kept in such good shape that it is now "as good as it was when he bought it," is certain some day to realize his mistake. Great cities which flourished 2,000 years ago and of which ruins are still to be seen, were no doubt thought to be imperishable by the people who lived in them. We in this generation know how incorrect their point of view was.

Bookkeeping methods for providing a reserve against depreciated value vary, but in my opinion the only proper plan is to open a "Plant Reserve Account" to the credit of which at the end of every fiscal year is carried (and charged to expense) 10 per cent. of the total value of the plant at that time.

The plant account should start charged with the total investment, which I would strongly urge should be, if not already appraised, appraised by some competent Appraisal Company. This account should also be charged with the cost of all new equipment, plus installation, and it should be credited (expense being charged) with the original cost of scrapped material, such as obsolete machines, type, etc.

The method of writing off in the plant account itself a certain amount every year, thereby reducing the amount

of the inventory, is wrong and may conceivably bring about serious loss.

A plant has two values, one the replaceable value, the other the depreciated value. The first value is insurable, the second is a matter of bookkeeping, and concerns only the proprietor of the business.

Some manufacturers have a practice of charging purchases of equipment directly to expense, with the offhand explanation that "the business will stand it," and that they are sure they are then on the right side.

It is as great a mistake to over-estimate expense as it is to under-estimate it. Over-estimating expense means that the consumer is being charged more than should properly be the case. This is quite as serious a mistake as under-estimating the expense and charging the consumer less than his share of the depreciation of the plant.

We shall never arrive at a solution of the difficulties which confront us until we have devised a plan by which the consumer shall be charged no more and no less than the value of the service rendered.

The habit of calling the account which provides for depreciation a "Depreciation Account" is not good practice. It seems to me that the name "Plant Reserve Account" carries a much clearer idea of what is intended.

DEPRECIATED VALUE MUST NOT APPLY TO INSURANCE.

For instance, my firm suffered from a severe fire about two years ago. At that time if our "Plant Reserve Account" had been deducted from the plant inventory it would have shown the plant to have been insured for more than its value, but, as I have mentioned before, the "insurable value" is the "replaceable value" and we had no difficulty therefore in collecting the full amount of our insurance. There would, however, have been difficulty had we written the inventory down instead of carrying a reserve account as suggested.

Some may ask what difference all this bookkeeping makes. They will argue that these reserve funds are still in the business. Quite true, the money is still in the business, but the profit and loss account does not show it as income.

We are all very prone to base our expenditures on the amount that we think we have earned. A day of reckoning must inevitably come to the man who spends his capital thinking he is spending his income; a day when the folly of having lived upon the depreciation of his plant will be realized.



Discussion Following Mr. Robertson's Address

DEPRECIATION is a subject that many printers have deliberately enshrouded in mystery, and as a result have ignored altogether its perfectly sound principles and application. There is really nothing mysterious about the principle involved, for while a fire insurance policy protects a plant against *possible* loss a "plant reserve fund," as Mr. Robertson aptly terms it, protects a plant against *certain* loss. More light is being let in constantly on the question of the application of the principle of depreciation, involving as it does, the probable life of type and machinery and the method of handling an account for depreciation, and in this connection Mr. Robertson rendered a distinct service to the printers of Canada. The discussion which the address provoked is also valuable and indicates the several viewpoints and the attitude of various speakers toward the subject.

C. P. Cummings, R. G. McLean, Ltd., Toronto, took exception to Mr. Robertson's statement regarding amount necessary for depreciation. He said: "Ten per cent. will not begin to cover your depreciation over all. Figures

have been computed which show that 10 per cent. on machinery and 25 per cent. on type is recognized as the standard of depreciation."

OUTPUT AFFECTS DEPRECIATION.

It was pointed out by another member that depreciation should be reckoned in relation to output as well as to the amount of the plant. The reason given was that some plants might be worked a good deal harder than others, thus accelerating the rate of depreciation.

Asked to give his views on this phase of the question, E. Lawrence Fell, of the Franklin Ptg. Co., Philadelphia, said: "It is self-evident that if you run a press 16 hours a day instead of 8 hours the depreciation will be at least twice as rapid. There is, however, another consideration. A font of type may only be used once in ten years, but it will not be as valuable as a font used regularly for two and a half years of a much more popular style. Running a double shift would undoubtedly double your depreciation. In fact, a machine running twice as long as usual will not last half as long as the usual life of the machine."

WRITES OFF TEN PER CENT. ON ENTIRE PLANT.

Atwell Fleming, Toronto, thought that the discussion was along rather too hypothetical a line. What the members wanted to know was what rate of depreciation they should write off, and how they should do it. His opinion was that 10 per cent should be written off on the gross plant. He admitted that this was not enough on type but, taking the general average, if the printer writes off 10 per cent. he is playing safe. The method he adopted was to have a contingency account where 10 per cent. each year was written off the value of the plant.

Mr. Imrie—"Would you make that recommendation for small men with no cylinder presses and a larger proportion of type?"

Mr. Fleming—"Yes."

Mr. Imrie—"Supposing a printer had \$800, in Gordon presses, and \$1,300 in type. What basis of depreciation would you arrange for a plant of that nature?"

Mr. Fleming—"In that case I would write off more."

MR. SAULTS FAVORED STANDARD BASIS.

Mr. Saults took exception to the plan which Mr. Fleming had advocated. He believed that this would be inclined to lead into false paths. The records submitted at the American Cost Congress had shown that 10 per cent. was the proper depreciation for machinery and 25 per cent. on type. Those conclusions had been based on accurate records.

Mr. Robertson explained that he had not attempted to go into figures in his paper. In placing the depreciation percentage at 10 per cent. on machinery he had been merely generalizing. He recognized that it was impossible to get anything like accurate figures. For instance, in their plant they had one ruling machine, which had been running for 30 years, and which was still doing good work.

Mr. Fell asked Mr. Robertson how they charged repairs on machinery.

Mr. Robertson explained that all repairs on machinery were charged to expense and not to depreciation.

Mr. Fell pointed out that, although a machine might do good work after long usage, if forced to sell it would not bring 25 cents on the dollar.

Mr. Imrie pointed out that the supply houses contend that more should be written off for depreciation in the first year than the second, and less in subsequent years. This was considered necessary because the first usage of a machine puts it into the used class. This cuts a large portion of its value off.

MUST PROTECT AGAINST OBSOLESCENCE.

Mr. Cummings contended that depreciation on machinery was allowed not for actual physical depreciation, but as a measure of insurance against inadequacy, obsolescence, etc. On the other hand, there was an actual physical loss on type. He believed it was necessary to have a standard rate of depreciation which all would recognize.

J. J. Hurley, of Brantford, was skeptical as to the possibility of writing off a large percentage for depreciation each year and showing a profit on top of it. He asked how many could write off 10 per cent. each year, and still show 10 per cent. profit.

Mr. Imrie—"The answer to that is that many are doing it to-day."

Atwell Fleming stated that he had suggested 10 per cent. because he knew there were lots of men in the room who did not believe in allowing that much. He knew himself that 10 per cent. was the proper percentage for machinery but that 25 per cent. was required on type. But how many men were doing that? Plenty were not writing off anything at all. He had suggested 10 per cent., as he believed there was more possibility of getting them to accept that standard than if he had put it at a higher figure.

TAKE MONEY OUT OF BUSINESS.

The question was asked at this point as to how the depreciation was allowed for. Did they form a sinking fund on the amount taken out each year, or was the amount simply written off the books?

In answer it was shown that the standard was to take the amount each year out of the business.

Mr. Hurley—"How many do it?"

Mr. Saults—"That question gets us nowhere. We should not ask how many do this, but what we should do, and how should we do it? Let us enunciate the policy that we should do this. It does not matter so much whether we take the money out of the business or whether we leave it in. The main thing is to base our operations on a plan, which will enable us to make enough to pay depreciation on plant, and still allow us a profit."

Mr. Imrie brought the discussion to a close by stating that in all probability the Resolution Committee would have something to offer embodying the views of the convention.



31,445 Printing Establishments in U.S.

The United States Government census reports, though rather late, throws some interesting light on the printing business in that country. During the year 1909 three-fifths of the 31,445 printing and publishing establishments throughout the United States were engaged in the publication of newspapers and periodicals. These establishments employed 108,672 employees, or 42 per cent. of the total for the industry, and reported products to the value of \$406,090,122, or 55 per cent. of the total value of products for the whole industry. The work showed marked increase during the decade 1899 to 1909 in all respects, except in average number of employees. The comparatively small gain in this particular is due to the increased use of typesetting and typesetting machines. Notwithstanding the small increase in the number of employees, wages increased 47.8 per cent., and the increase in the value of products was 82.1 per cent.



To-morrow, to-day will be yesterday and to-morrow will be to-day.—*Baer Facts.*

The Cost System in the Small Shop*

By Frank F. M. Brown

College Press, Limited, Toronto

HAD I REFUSED this opportunity of speaking to the proprietors of the smaller printing plants I would be very ungrateful, for reasons which I will try to explain. Previous to the Cost Congress held in Toronto in 1912 we were struggling along with what might be properly termed "A kind of a cost system." We had several forms devised by ourselves, many of which overlapped other forms, which we adopted. These to a certain extent showed us that it cost money to do printing. About this time we commenced to use the adaptation of the Standard Uniform Cost Finding System, which John M. Imrie, secretary of the Canadian Press Association, had prepared for the very small office. This was really our first step in the right direction. We used these forms for a time with much success and I desire to take this opportunity to thank Mr. Imrie for his kindness and help. We have already tried to show our appreciation in a practical way by inducing others in a similar position to adopt the cost system.

Having grown a little each year and spread out, we found the cost system grew with our growth and we finally expanded it into the Standard Cost Finding System. In this we were assisted by Chester B. Ames, then manager of the Graphic Arts Board of Trade, where we were received with open arms. We cannot speak too highly of the assistance so readily given by him and also by the present manager, Daniel Baker, in enabling us through the Standard Cost Finding System to know exactly where we stand.

THE SINS OF THE SMALL PRINTER.

I must confess, gentlemen, that the average small shop commits many sins, but I have heard of large shops who also sin. The first mistake made by the small printer is undoubtedly his idea of a selling price; the second is that of closing his ears to the advice and repeated warnings of his friends—I say *friends* because I mean *friends*. The former mistake is based upon the idea that being a workman himself he can do his work cheaper than the large shop; usually he overlooks the fact that he really has a load to carry on his own shoulders which will surprise him when he gets accurate figures; the second mistake is really beyond explaining, but it seems to be part human nature to spurn the advice of friends, and be guided rather by deceptive statements of buyers, some of whom would willingly tell a lie or a dozen to save a dollar.

HOW SOME PRINTING BUSINESSES START.

Having collected a little equipment together and rented a small place or installed it in his home, the dissatisfied employee becomes "his own boss" and is ready for work. He starts after it, his first reception is usually "yes we would like to help you start and we need some envelopes but you will have to do them as cheap as Jones." All right,

Mr. Printer saw Jones going for an automobile ride the other day, he does not know whether it is a real estate man showing Jones a house he would like to sell him on easy terms or not; the mere fact of seeing Jones in an automobile convinces him that Jones is making money. He accepts the buyer's statement and thinks he can work cheaper than Jones, whose price is \$2.25 for 500 and he quotes \$1.50 for the same job and he gets it at an actual loss. He continues along on the same line making the general public believe that Jones and the rest of the printers in the city are robbers when really they are not getting even a fair price.

This unfortunate state of affairs usually lasts until both his plant and credit have worn out. Gentlemen, I

can mention at least fourteen such printing concerns who within the last six years have started and stopped in the locality in which our business is situated. Is it any wonder that R. G. Dun's representative, on making his first call for our report said he would be back again in 6 months and hoped to find us still on the job. Really this hurt our feelings but gave us a good idea as to what printers are thought of by mercantile agencies. It is too bad that such conditions exist but I might add right here that this tip did us good by making us doubly careful and we had a nice statement ready for him on his return six months later. We received his congratulations and have had a friend in this gentleman who has been instrumental in getting us many small orders.

MUST ELEVATE PRINTING BUSINESS.

Why does this state of affairs exist? The answer is this, *In Canada we have possibly not more than*

ten per cent. of printers using cost systems. Why should this be? Well, you all know, the printer with the small plant is so busy, business is so good, that he has no time to do anything but sleep and work—not even time to look for help; if you desire to talk with him you have to go into his shop and talk with him while he sets type or feeds a press. And a third question: What other business resembles this state of affairs? Only one that I know of—that is the old-fashioned cobbler. It is possible for him to drive tacks and talk, but it is not possible for a printer to set type or match color on a press and talk. How do you like the printing business compared with cobbling? sounds pretty rough doesn't it, but nevertheless it is about right. Modern methods are rapidly driving the cobbler out of the game—what will they do to the printer without a cost system?

THE COST SYSTEM AN INDEX TO EFFICIENCY.

The cost system has been our salvation. In our estimation it is as necessary as the equipment for the plant. It is just as important to the one-man shop as it is to the largest office in Canada. It has shown us the efficiency of ourselves, us employers as well as the employees and the



FRANK F. M. BROWN

*Address delivered before Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

plant, guided us in choosing the profitable work and given us backbone enough to refuse the unprofitable. The standard cost system shows the efficiency of the employers by their ability to estimate so that on completion each job will show a *real* profit on a properly filled-in job record. It shows the efficiency of employees by the time dockets, showing their productive and non-productive time, and acts as a warning when our production falls below a safe average. The efficiency of our plant has been increased by the aid the cost system has given, in the selection of machinery and plant which will produce the best work at the least cost, and it has assisted us to avoid that one great evil—over-equipment—which has caused many a good printer to fall by the wayside. If you will adopt the cost system in your plant I venture to say that within six months you will gladly drop a portion of your business that you may have worked very hard to get from what you now term your "best customer," who is often nothing more than a purchasing agent playing one printer against the other for the lowest price. Further I am certain that at the end of that six months you will have made more real profit and had the pleasure of taking all the discounts allowed by supply houses, though you may have done less business.

A PROFITABLE INVESTMENT—NOT AN EXPENSE.

I heard a prominent physician say sometime ago that if some of the simple, cheap, old-fashioned remedies were sold at a high price there would be more of them used and people would be getting better remedies. This may apply to cost systems. You could not have anything cheaper. *It will not cost you a cent* for the money you lay out in it will come back with huge interest in a very few months. Possibly if it cost more you would be more anxious to get it.

Before closing a word about the cost of our cost system. Though our business has almost doubled we have not had to add to our office force and feel that the extra work necessary to the system is so little that we can safely say it does not amount to anything. Printers of Canada—let us get together on this cost system point and if the feeling is in your mind that you cannot trust the big fellow let me ask you to *forget it*. You will find as I have done that he is not a dangerous man at all. On the other hand he will help you in any and every way possible and prove if permitted to be your best friend, let me repeat the words of James Freeman Clarke: "To know that there are some souls, hearts, and minds here and there, who trust and whom we trust, some who know us and whom we know, some on whom we can always rely, and who will always rely on us, makes a paradise of this great world. This makes our life *really life*."



Discussion Following Mr. Brown's Address

MR. BROWN'S statements with regard to the proprietors of large shops being willing to lend assistance to small shop proprietors were amply verified by the discussion which followed. Personal testimony was given

L. J. MOORE, of L. J. Moore & Sons, Quebec, stated that when the cost system was first brought out the forms looked very formidable, and he was rather afraid of them. Finally, however, he decided to install it, and now the stenographer does all the work in connection with it in one hour in the morning.

As an evidence of the danger of not using the cost system one member stated that his office had figured on a job

on what they considered a low basis, but had been underbid by a competitor by \$500. This job had been submitted to a Toronto expert whose price showed that their competitor had estimated \$1,000 lower than the correct selling price, while they were \$500 too low.

SMALL SHOPS SHOULD JOIN ORGANIZATION.

Geo. H. Saults, Saults & Pollard, Winnipeg, expressed the opinion that a misapprehension existed as to the attitude of the big fellows in the trade to the smaller men. In reality the biggest shops were anxious to help along the smaller men. It was not true that the small man had no chance. He had everything to gain by joining in any organization movement for trade betterment, and by using an accurate cost system.

C. P. Cummings, R. G. McLean, Toronto, pointed out that it did not do to use the figures for the current month merely. The record for the preceding twelve months should be averaged, and used for determining costs. By this method one month would be dropped and another added as each month's records were completed.



Success of C.P.A. Standard Contract Form

SINCE THE publication in the last issue of *Printer and Publisher* of particulars regarding the standard form of advertising agency contract together with a list of those agencies which had agreed to take it up, a number of others have officially accepted the standard form. The only two which have not as yet agreed to it are J. J. Gibbons Limited, Toronto, and Sells, Limited, Montreal. In the case of the latter agency, whose head office is in London, England, the Secretary of Canadian Press Association has not yet had an opportunity of explaining the advantages of standardizing advertising agency contracts to their manager. It is likely when this has been done that Sells, Limited, will be added to the list of those agencies which have already adopted the form. The Advertising Committee and the Secretary are still hopeful of being able to persuade the officers of J. J. Gibbons, Limited, that it would be in the interests of that agency to meet the wishes of the members of the Association by adopting the standard form.

Any addition to the standard contract form should be written in in ink or typewriter so as to be easily discernible. Publishers will do well to see that the form received from agencies is exactly the same as that published in *Printer and Publisher* last issue. Several of the advertising agencies have already commenced to use the form and a number of others will do so shortly.

Canadian Press Association suggests in Bulletin 142 that newspapers incorporate in their rate cards a schedule of advanced charges for such of the seven standard positions provided for on the standard contract form as they are prepared to give. Those publishers who would charge a smaller percentage of increase on a contract giving the choice of either position No. 1 or No. 2 than on a contract calling specifically for either of these positions should incorporate in such a schedule a special rate for

recognized as official solicitors of general advertising for the newspapers of Canada and who will not be issuing a new rate card for some time advise such advertising agencies by letter of the percentages of increase they propose charging for such of the positions called for by the standard contract as are not covered by their present rate card and for which they are now prepared to accept contracts.

The Practicability of a Cost System in a Small Plant*

By Travice A. Tod

The Federated Press, Limited, Montreal

THE QUESTION has repeatedly occurred to me, "Why is it necessary to always have so many addresses at Cost Congresses?" Why do all our splendid trade magazines have so many articles, preaching the gospel of "Installing Cost Systems?" It seems almost incomprehensible that such a fine body of business men, as I see before me, the majority of whom have risen above their fellows, and are controlling businesses of their own, should ever even have to be reminded of one of the first principles of business, viz., "knowledge of costs," and yet, in these enlightened days, I believe it is not very hard to find men in our business, who are so ignorant of real costs that they do not figure a salary for themselves in their overhead. Isn't that a joke? Just imagine a man not including his own salary in his overhead charges. Isn't that a *real* joke—isn't it? No, it's not a joke, because if he doesn't he isn't worth a salary.

Of course, I know, that there are not any men here, who are so stupid and dense, as to omit such an important item of costs in their overhead as "proprietor's salary"; the very fact that you are here is sufficient. Yet, gentlemen, there are men, and possibly some of you know them as price-cutting competitors, who do not even have a cost system at all.

Now, gentlemen, I'm going to run the risk of incurring the displeasure of our Programme Committee, and forget the exact phrasing of my subject, and tell you some of my experiences of the cost system in our plant.

Gentlemen, I am an *enthusiast* on a cost system, full of enthusiasm—enthusiasm—fervent zeal, earnest, intense interest.

I'm full of *earnest, intense interest* in my cost system. Why! Because it is the very body and soul of a business—let me say, the "Breath of Life"; it is the thermometer which records and tells you the pulse of your plant, and the fluctuating temperature of your productive and non-productive hours. Your chargeable and non-chargeable hours—the chargeable hours you receive *real money* for from your customers, and the non-chargeable hours, you pay for yourself in *real money*, just as surely as you pay the paper and ink merchants, and every one else you buy from.

When we installed the Standard Cost System in our plant, we started the *whole* thing going. I know every man who is not already operating this system, is going to start when he gets home, so I want to tell you plainly and frankly *use all the forms provided right from the start*. I've met men who said they thought this form wasn't necessary, and another record was only a waste of time,

etc., but gentlemen, I've been through it, and I say, every form is absolutely essential to all the others, and to the final result form 9.H—so if you don't understand any of the forms, and their connections with the others, *find out*—ask someone who does—be sure and start right, for I believe that many have started and become discouraged, their interest and enthusiasm has cooled off because "they didn't start right."

THE COST SYSTEM A REVEALER.

A girl in our office, who operates our switchboard, posts all the time from the time sheets every day on the cost cards, from which we invoice the job, and before doing this, she has to extend the chargeable and non-chargeable hours in their respective columns, which are given to me every morning, and it's right here, at the very start, where we know exactly what money we are losing through that awful *profit* consumer, and very often *capital* consumer—*non-chargeable hours*. What do we find? What are the reasons of so much *lost* time? Waiting for feeder, waiting for stock, waiting for O.K., waiting for ink, waiting for change in form, owing to faulty imposition, idle, *no form*, and many others, so we get right at the seat of the trouble, without delay, and try to remedy it, and by doing this *daily, every day*, it is surprising how much idle time is saved—that time we *buy*—and the sale of which determines the side of your profit and loss account the balance is on, but don't forget *it's the cost system that shows it*.

The same principles, of course, apply to the composing and bindery departments, and these daily forms,

extended on the monthly forms and tabulated month by month, show us the variation and fluctuation, not only in the actual time, but in the cash value and cost of same, and this, to my mind, is an important feature, for it impresses us much more strongly, when we see our losses in dollars and cents, instead of hours and minutes, *and it's the cost system that shows it*.

Amongst numerous other valuable features of a cost system, one that appeals strongly to me, is the knowledge it gives of the ability and efficiency of your employees. It doesn't take very long to find out the profitable and the unprofitable.

I read in a trade journal once: "Minutes are to hours as pennies are to dollars. And while you are very careful to account for the pennies in your cash-drawer each day, are you equally watchful over the thousands of minutes of your workmen?"

AN INSURANCE AGAINST LOST TIME.

When you go to your homes every night, you have an assured feeling that in case of fire, there is ample fire



TRAVICE A. TOD

*Address delivered before Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

protection. If you leave town on a holiday, or business trip, you usually take the precaution to leave an address where you may be communicated with, in case anything unusual should occur. Probably the majority realize the necessity of protection against loss, in case of accidents to employees, by carrying a liability policy, and a great number of business men to-day, insist on bonds of fidelity to protect them from the "trusted" cashiers, who sometimes depart suddenly, and seldom empty-handed.

How *very* careful we all are to protect ourselves against these *possible* losses, year in and year out! We pay premiums as cheerfully as any other necessary expense, but what about those precious sixty minutes of each hour, that you pay your employees a weekly wage for? You men without a cost system, how do you know that amount of money you are losing every day, every week, every year? How can you find out the multitude of leaks which exist in your plant without the protection of a cost system? the premium of which is of no consequence, compared to the satisfaction and results derived.

CHARGING THE INDIVIDUAL JOB.

So far, my remarks have been mostly directed to that phase of costs, relating to the efficiency or inefficiency of our plants, as revealed by a cost system, but equal to, if not, more important, is the knowledge of the cost of the *individual job*, which means *every job* going through our shops. Probably the principal aim and object of a cost system is to show us the actual and accurate cost of each job, produced under the existing conditions which obtain in our plants, so that we may decide whether same is profitable or unprofitable.

I have already told you that, in our plant, a girl posts the time sheets on to the cost cards daily—when a job is shipped the job tag is turned into the office, and the same girl extends the total time of each department, and cost of same on to the cost card, and the two together are handed in to me, *before being invoiced*, that I may compare the cost with the sold price, or make a price, when job was placed without a quotation being given.

In cases where a price has been made, it is a most effectual check on the estimator, and often reveals the inefficiency of employees, for, I venture to say, that most of you have had jobs which took much longer in some departments than you figured on. However, the point I wish to emphasize is, that your cost system will show the discrepancy, whether it be the estimator's, or the workman's, and in either case, the knowledge will be invaluable for future guidance.

INVALUABLE IN CASE OF REPEAT ORDERS.

We have been operating our system for about three years, and one of the most practical uses we find is, the record of costs for repeat orders; hardly a day passes that we do not receive orders marked "same as last," and it would surprise you, how often we have to tell customers that we require a higher price, and get it too, for our experience has been that buyers, as a rule, are more favorably inclined to comply with our requests when we tell them that we have a cost system, and know what the work is worth. Therefore, I say, that this part of the cost system alone, that tells you the cost on each individual job, what you *should* get, and what you *do* get, that measures the reliability of the estimator, and leaves a lasting record for comparison on repeat orders, will more than repay you for the little trouble involved in operating it.

EQUALLY IMPORTANT TO THE "SMALL SHOPS."

I want to say a few words particularly to the proprietors of "small shops," first of all, because I think a great number of small printers are laboring under a misapprehension regarding the cost system. I have often

heard it said that the system was devised for large shops, and was not practicable in a small plant. Gentlemen, this is entirely an erroneous impression; absolutely every form used in the system applies equally to the smallest shop in Canada, as it does to the largest. The only change required to meet the conditions of any and every plant is Form 9.H., which has columns for each department or machine, on which a separate cost is desired, and all that is necessary to be done is, to insert in the headings the particular machine or department of which you want a separate cost, otherwise, the records are precisely the same, the volume of entries being regulated by the size of the shop, and I want to say, right here, that any man who has only one compositor, and two or three gordon presses, and does the cutting and shipping and office work himself, can operate a cost system just as easily as the largest shop in Toronto.

The greatest trouble with the small printers is, that they entrench themselves behind the old delusion, that their costs are lower than larger printers, and consequently they can do work cheaper; they deceive themselves into the believing that they can work miracles and consider themselves above the natural laws of success—some even think they can set type faster out of a pi-box, than the big fellow can on a machine. It is surprising how many claim to know by intuition, that they can do work at less cost than the large shops, and make money. Gentlemen, I don't believe it. I believe, if the facts were known, and you operated a cost system, you would find that your percentage of expense is actually higher. Anyway, do not remain ignorant of the business end of your business, but ascertain for yourself, exactly what your costs are, and you will find that a cost system will assist your plant to grow. Most of us are ambitious, and one of our proudest business moments is when we install our first cylinder press, but let me tell you, that your most *satisfied* business moment will be, the one in which you install a cost system, and can honestly say, "*I know.*"

SHOULD USE OWN ACTUAL COSTS.

I read a most interesting article in a recent issue of a trade magazine regarding the use of your own established hour-costs, and it occurred to me that, it would be most fitting to quote a paragraph, of such vital importance at this Congress. It read as follows: "We desire to state that the number of shops throughout the country that are using hour-costs other than their own is unbelievable. Too many proprietors have dulled their judgment with the argument that since they use a common city average hour-cost in estimates on competitive bidding, then those hour-costs should be used in figuring the job when completed; others by the argument that, having established their own average hour-costs pretty accurately, they feel safe in using the city's average costs, as the variation is only slight, and so on. All of which is wrong. Use your own established hour-costs in figuring all jobs produced, then you know whether all those jobs have proved profitable or unprofitable."

The printers who have organized this Congress, have done a lot of hard work, much energy has been expended, much thought and consideration has been given in making all the plans, much labor done in executing the multifarious details, and much money must have been subscribed to finance such a big undertaking. Why has all this valuable time, labor, and money been so generously given, do you think? Just this, that you and I may be fitted to carry on our every-day business, that we may be enlightened in the modern methods of doing things generally, and that we each may be brought to a realization of the necessity of obtaining a knowledge of costs in our own individual plants, that we may be enabled to charge right

(Continued on Page 66.)

The Bindery in the Print Shop*

By Gain E. D. Corneil

C. R. Corneil, Limited, Montreal

I AM SURE that you all will agree, that bad as general conditions may be in the printing trade proper, there is less uniformity as to cost and production in the bindery than in any other department.

Now why should this be and what are the causes that lead up to it? Why should not the bindery be so conducted as to pay on its own basis? Is it because we are not properly equipped, and not properly supervised, or is it because we run our bindery plant merely as an adjunct to our regular business, and run it so loosely and so unbusinesslike, as to be a constant source of loss. We claim we have the knowledge that our composing room and our press room are run on a paying basis, and if we are honest with ourselves, we have to admit, in a matter-of-fact sort of way—"that the bindery *does not* pay," or in other words, one part of the establishment is run on business principles, and the other runs itself—and for that very palpable reason—does not, nor ever will pay.

COST SYSTEM THE SOLUTION.

The solution of the whole question is the introduction and methodical working of the cost system. When you have plainly set before you by this immutable system, that an hour is costing you one dollar, you are certainly less disposed to sell that hour for ninety cents—but if you are only guessing that that hour costs you one dollar, you are very often disposed to beat the other fellow by selling it for fifty cents, or for that matter, anything that you can get that will land the job. We console ourselves with the false idea, that what we make on the other part of the work will straighten out the whole undertaking.

The Montreal Printers' Board of Trade decided to issue a revised price book for all branches of work coming under their board and appointed special committees with that object in view.

The committee on binding, recognizing that the fundamental basis of cost was *time*—that they could not intelligently determine prices until they had secured an average time basis to work on, and knowing that the time required would be practically the same wherever the work was done, decided to issue a circular asking printers throughout the country to assist by filling in the time required for the different operations, that is to say, on folding, gathering, wiring, cutting, etc. Most all of those applied to were able to give their cost per hour, but few there were who were able or willing to answer the questions as to time consumed on the different operations, and those that did answer, of the tremendous difference between them. We were then in a position to understand how it is that there is so much difference in estimates on binding.

With the object of showing the wide range in what is considered the proper value of work, we asked for seven-

teen prices both in Toronto and in Montreal on the binding of 5,000 copies of a 64 (4-16s) page and cover catalogue, to be folded, saddle stitched and trimmed, and received the following figures, \$4.00, \$4.50, \$4.75, \$5.00, \$5.25, \$5.75, \$5.95, \$6.00, \$6.15, \$6.50, \$6.75, \$7.25, \$8.00, \$8.15, \$8.70, \$9.00, \$10.00 per thousand, not two alike, a difference of 250 per cent. between high and low, or in other words one man was willing to do work for \$20.00 that another one wanted \$50.00 for; a difference of \$30.00.

Can it be possible that the man willing to do the work for \$20.00 has such a superior plant, or so much better help or cheaper running expenses than the other? If not, why should there be this difference?

As I understand it, our object in meeting here to-day is to devise some means of organizing ourselves together in some way, so that we may be able to help each other solve this great mystery of costs.

I have taken the liberty of submitting herewith a detailed estimate of what, as far as I can gather, to be about the correct price for the work. You will not all agree with me, but I will ask you, who have accurate records, to compare these figures with your cost sheets.

5,000 copies—64 pages (4-16s) and cover 6 x 9.

Ordinary Book Paper.

Setting machine, 1 hour....	\$ 1.25
Running 20,000 sheets, 1,200 per hour, hand feed.....	20.83
Folding cover, \$0.75.....	3.75
Gathering 5 forms, 1.50 per M	7.50
Wire stitching, \$1.25.....	6.25
Trimming, 1.00.....	5.00
Pressing, counting, banding	2.50
	\$47.08

\$9.42 per M., about \$2.00 per M. more if it is all hand folded and at least 10 per cent. more on each of the above if coated paper.

Considerable thought has been given to what the girls, the men and the different machines in the bindery cost per hour, but I question if sufficient study has been given to what that hour means, and what production that hour gives, for after all what value is the hour cost if we do not know how much work may be done in that hour?

500 FOLDS PER HOUR NORMAL AVERAGE.

Hand folding to-day may be considered practically obsolete, as it is only small work or short runs that are folded by hand, the folding machine being used on all long runs, and consequently the girls in a bindery do not get the opportunity of acquiring any great amount of speed. Is it not a common thing to estimate a thousand folds per hour, and may I ask how many are able to get more than about half that quantity? To hear a binder say that he has girls making a thousand folds per hour is something like hearing a pressman say that he gets two thousand impressions off his press per hour. He evidently forgets that a girl has her off moments, and a good many



GAIN E. D. CORNEIL.

*Address delivered before Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

of them too, when the eyes of those in charge are not on her. The press, likewise, has a number of stops in a day, and when the record is taken at the end of the week or month he finds that he is getting little more than half that quantity.

It is just possible the position of some of us is illustrated by a conversation I had with the manager of one of our largest binderies a short time ago, when I asked him what his costs were. After several evasive answers, he admitted that he did not know what his costs were. Well, I said, surely you are not going out into open competition and selling goods when you do not know what they are costing you. He answered by saying that his fixed charges were "so much," and that all he could get above that was profit.

I now quote from statistics gathered by the United Typothetae of America, to substantiate, in some measure, my conclusions. They say, "The experience, covering a period of many years, is that the average girl will make but about five hundred single folds per hour when working by the week.

Girls can hardly be secured who are at all experienced under twelve and one-half cents per hour—a sum giving them a weekly wage of \$6.00. It costs, then, twenty-five cents per thousand folds in wages, plus overhead charges.

Inserting is done about as rapidly as folding; gathering a third faster.

Two girls on a wire stitcher will not average, on six by nine pamphlets of thirty-two pages and cover, to exceed seven hundred books per hour. Their pay, as they must have considerable skill to average that quantity, will not be less than fifteen cents per hour each. This means a wages cost of about forty-five cents per thousand. When the overhead charges are added, and when lost time due to the machine balking while the work is in process, is considered, it will be seen that the total cost is easily a dollar per M.

Millions of pamphlets trimmed on the most modern cutters, using three splits in the gauge so that a bunch of books complete is trimmed at each cut, it is our experience that on pamphlets of thirty-two pages and cover, six by nine, the average will not exceed one thousand two hundred books per hour.

It may be said that when work is done in quantities so large that it can all be done by the piece, the employees will double and even treble the amount given. But few indeed are the printers who have a sufficient volume of business to put bindery operatives on piece-work—so few, in fact, that they very seldom enter into competition with those who have.

AVERAGE COSTS IN BINDERY.

As near as can be gathered the following are the average costs per hour.

	Per hour.
Girls' hand work	\$.34
Stitching, perforating and punching machines, operated by girls	.80
Small folding machines	1.00
Large folding machines	1.20
Cutting machines	1.00
Ruling machines	1.05

To summarize, every right-thinking man takes the position in dealing with the public, that it is unfair to attempt to make one customer pay for what we lose in dealing with another who is more exacting, and carrying that maxim into the internal conduct of our business we unhesitatingly assert, that we are acting unwisely, when we attempt to make one department that is paying, carry the burden of another that does not pay. Let us, from now on, bury the phrase, "The bindery does not pay." What

our printers' boards of trade and similar institutions have done for the type end of our craft, they are equally capable of doing for our binderies. Fair dealing with the public should be inscribed on our banner, and at the same time we owe it to ourselves as intelligent men to conduct our affairs on business principles. In conclusion, let me say, that from my experience, the adoption of the proper working of the cost system is the only solution of the chaos that exists in our binderies at the present time, and judging by the most satisfactory results of its introduction in other departments we need have no fear of its ultimately solving, what is to all of us, anything but a satisfactory position."



Discussion Following Mr. Corneil's Address

AT THE conclusion of Mr. Corneil's address an animated and profitable discussion took place, the interest taken in the subject being so keen that Chairman John M. Imrie finally had to request that the discussion be brought to a close solely in order to make way for the next address. So ably did Mr. Corneil present the different problems to be considered in operating a bindery as part of a printing business that it is certain some of the points brought out were entirely new to a large number of those present.

RECORD OF PRODUCTION AN EYE-OPENER.

H. L. Rous, of Rous & Mann, Ltd., Toronto, vice-chairman of the Cost Congress, heartily concurred in Mr. Corneil's statements with regard to the absolute necessity of knowing accurately the production per hour, as well as the cost per hour, in each department of the bindery, and rehearsed the circumstances which first brought this fact home to him in connection with his own plant. Mr. Rous had first experimented on a large job of silk stitching, and the result was an eye-opener. He found among other things that the girls who had been thought most proficient were found to be doing less than the average. On the other hand some who had not been regarded as particularly ambitious were found to be actually producing much more. The record of production also proved that the girls were invariably anywhere from 10 to 20 per cent. more efficient when working overtime than during the regular hours. This increased efficiency Mr. Rous considered due to the fact that they were more anxious to get through and go to their homes or to their being free from the disturbing influences of the day. Since the occasion mentioned Mr. Rous has kept an exact record of production on both hand and machine operations in the bindery department.

RELATION OF PRINTERS TO TRADE BINDERIES.

Mr. Imrie raised the question as to whether all printing firms were operating binderies on exactly the same business basis as other departments or whether many did not regard them merely as a convenience, the installation of which had been forced upon them because of unsatisfactory service from trade binderies.

To this C. P. Cummings, R. G. McLean, Toronto, replied that in his opinion the kind of service furnished by trade binderies lay largely with the printers themselves. The speaker deprecated the tendency of printers to install extensive bindery equipment before they needed it or could keep it reasonably well employed.

BINDERY COSTS IN FIVE CITIES.

At the suggestion of the chairman the following costs were given by representative printers present from the cities mentioned:

	Girl's hand work.	Ruling machine.	Cutting machine.
Edmonton	\$.47	\$1.56	\$1.25
Regina	.52	1.15	1.56
Winnipeg	.44		1.25
Toronto	.36	1.00	1.10
Montreal	.34	1.05	1.00

HOW COST JUMPED FROM 24 TO 43 CENTS.

Travice A. Tod, Federated Press, Montreal, referred to the bindery as the "biggest bugbear" in the printing business. Mr. Tod considered that the cost per hour should be very carefully studied and as an instance of the wide variation in cost cited his own hand-bindery, where the records for February showed a cost of 24 cents per hour, jumping to 43 cents in March. The speaker explained that February was a very busy month and that there was a big falling-off in work in March. As to production Mr. Tod had found 500 folds per hour to be a fair average for that item. "We must keep accurate records if we are to know whether or not the time taken agrees with the estimate, and this needs the most serious study of all if the bindery is to be made a paying department," concluded the speaker.

AVERAGE OF DIFFERENT SHOPS SAFEST BASIS FOR SELLING.

Geo. H. Sauls, Sauls & Pollard, Winnipeg, said the only fair way to determine costs for selling purposes was to base them upon averages taken from records of different shops extending over a considerable period. This was necessary, Mr. Sauls explained, because the printing business is essentially a jobbing business and volume of work and consequently cost fluctuates from month to month. So all kinds of months should be put together and from the record of productive hours the average can be taken. The advantage in averaging the records of different shops working under approximately the same conditions was that uniform selling prices, based upon the average costs, could thus be established and at the same time those offices which had reached an exceptionally high degree of efficiency would receive the extra profit to which they were entitled. This was admirably shown by the working out of the Selling Price List issued by the Winnipeg Printers' Board of Trade. Of course the cost records of each individual plant should be kept and these would show at once whether the costs were higher or lower than the average for the city or district.



U.T.A. Convention at New York in October

THE 28TH ANNUAL Convention of the United Typothetae and Franklin Clubs of America will be held at New York City, October 6, 7 and 8, 1914. The headquarters will be at the Waldorf-Astoria Hotel, Fifth avenue and Thirty-Third street.

Much of the discussion at this year's U. T. A. Convention will take the form of symposiums of ten-minute addresses under different heads by experts in their respective subjects. Some of the topics already decided upon are: Cost System in the Large Plant; Cost System in the Small Plant; Credits; Business Administration; Vocational Instruction; Mutual Aid Associations; The Bonus System; Use and Abuse of Dummies; House Organs; Shop Management; Preserving the Balance operation; Simplifying the System; Promoting a knowledge in Estimating; The Viewpoint of the Buyer Printing; The Electrotypewriter and the Printer; The Engraver and the Printer; The Supply Man and the Printer. A more detailed announcement regarding the programme will be made later.

The Practicability of a Cost System in a Small Plant

(Continued from Page 63.)

prices for our work and be honest with ourselves, with our competitors, and with our customers.

It has been said that the last Congress held in Montreal produced greater known results than any other Congress held during the last few years. Most of you are aware that every single French printer in that city, joined an organization, installed a cost system, and established a uniform selling price, and are all working together harmoniously. *What will this Congress stand for?*

We hope that some of you, at least, will go back to your business determined to inaugurate a cost system right away, and maintain an intelligent and persistent upkeep and application of all its findings, together with a compilation of the 9.H. form *every month*, which will bring into existence, an office and shop system that will revolutionize your plant, and make it strong financially, that will assist it to grow on sound business principles, and start for you a new era of prosperity, that will far exceed the most optimistic dreams of the past.



Discussion on Address by Mr. Tod

ALTHOUGH Mr. Tod is no longer a "small shop proprietor" he is amply qualified to speak with authority on the "Practicability of the Cost System in a Small Plant." The Cost System has proved its practicability in the case of the Federated Press Limited, Montreal, of which concern Mr. Tod is president, by helping it materially to grow from a very small beginning five years ago to a flourishing enterprise of good-sized proportions today. Mr. Tod considers the Cost System the most vital factor in the success of any printing firm because it enables those at the head to *know* the actual cost of production in every department and "*knowledge is power.*"

F. M. Kimbark, Business Systems, Toronto, pointed out that in his opinion it was equally wrong to overcharge as to undercharge. In the case of his firm a somewhat unique system is followed. If the cost record shows an abnormal profit has been allowed for in the estimate a credit note is sent to the customer together with a letter of explanation. Mr. Kimbark instanced a case of an order for 5,000 blocks which were actually invoiced at 33 1-3 per cent. less than the original estimate, the nature of the work being such that it was extremely difficult to give an accurate estimate upon it. "This job," said the speaker, "was for the largest customer on our books, possibly the largest customer in Canada and we now do every order for them without giving a price." On the other hand, if it is found that the estimate has been made too low according to the record of the cost system, a letter is sent along with the invoice explaining the situation and giving the price which it will be necessary to charge on a repeat order. Thus, the customer is forewarned and has no reason for disappointment when the time comes for a repeat. This method establishes the customer's faith in the cost system and one or two such experiences generally results in his being willing to leave his work in their care without any price in advance.

R. F. Brown, of Montreal, asked how the foreman's time should be divided on the payroll when approximately 75 per cent. was productive time and 50 per cent. spent in supervision. He was told that half should be placed on the mechanical payroll and time-sheets made out covering it, and the other half placed upon the office payroll.

Report of Cost Congress

(Continued from Page 45.)

C. P. Cummings, Toronto, urged that some action be taken at once. The work of compiling the book would be heavy and could not be done in a day. It would take a year at least. Mr. Cummings thought a committee should be started to work on the price-book at once.

McKenzie Wright, Wrightcroft Press, Ailsa Craig, contended that an average cost price-book similar to that issued by Canadian Press Association was preferable to a selling price-list. He thought in the case of the latter that printers were inclined to cut below the proper selling price thinking they were just taking off a little of their profit. An average cost price-book would, on the other hand, set a dead level below which no printer would dare go.

John M. Imrie thought it would be inconsistent to issue a list for the whole of Canada. "The whole argument of cost educational work," said Mr. Imrie, "is based upon actual knowledge, and if we are to be guided by what a cost system teaches us, we must not ignore the fact that the cost of production is different in different parts of Canada." Mr. Imrie thought, however, that it would be practicable to issue a price-list for that part of Canada east of Port Arthur. This suggestion met with the approval of the Congress and the resolution was amended to read as follows:

"Resolved that this meeting recommend the adoption of a standard uniform price-book for that part of Canada east of Port Arthur, adopting as a basis the standard price-book of the United Typothetæ of America and that a committee be appointed to compile same."

RETIRING COST COMMISSION TO FORM ORGANIZING COMMITTEE.

Considerable discussion arose over a recommendation of the Resolutions Committee that the chairman of the Cost Congress be authorized to enroll as members of the Canadian Manufacturers' Association (Printers' Branch) all the firms registered at the Congress, who were not now members unless objection were made in writing to the chairman of the Congress within thirty days. The argument in favor appeared to be that this would give a stability and impetus to the organization movement and would encourage others who did not attend the Cost Congress to become members at once. This view was held by a number of those present, including J. G. Wilson, *Saturday Night*, Toronto, who urged that the resolution be adopted as read.

John M. Imrie considered that the proper method of procedure would be to send full particulars to every firm represented inviting them to become a member. Mr. Imrie pointed out that it was in the cities where the organization work was needed principally and suggested that the master printers in the cities should be organized first and when that has been done it would be quite in order to approach the country printers. In that way there would be no conflict between the new organization and the Canadian Press Association. Mr. Imrie thought that when the time seemed opportune the C.P.A. would be quite willing to withdraw from that part of the work for their members which the new printers' organization was prepared to undertake. The speaker pointed out also that in order to make applications to the C.M.A. valid, they must be personally signed by the applicant.

C. P. Cummings, Toronto, thought that as many members as possible should be secured at the first no matter whether they were located in the small towns or the larger cities.

Finally the resolution was struck out entirely and all those present at the meeting were invited to sign application forms which were in the hands of the chairman of the retiring Cost Commission and the matter of further

organization was left in the hands of the executive of the retiring Cost Commission.

DENOMINATIONAL PRINTING OFFICES.

"Resolved, that this Congress go on record as deprecating the attitude and practice of denominational institutions maintaining printing offices, which are supported by the church, competing with commercial printers."

The adoption of the above resolution was recommended by the Resolutions Committee with the exception that educational institutions were included along with those of a denominational character. This suggestion was made by F. M. Brown, College Press, Toronto, and met with the approval of the Congress.

IMPORTATION OF FASHION PLATES A MENACE.

When it was explained that the question had already been taken up by the photo-engravers at their recent convention in Ottawa, and had probably already been dealt with by the Department of Customs the following resolution was adopted subject, of course, to the question having been already settled.

"Whereas fashion plates are being imported in large quantities free of duty, in violation of what was the clear intent of the original regulation; therefore be it resolved that the Department of Customs be requested to amend the same so that importers must comply with the original intent of the regulation; and thus prohibit the free importation of fashion plates to be used for advertising purposes."

TO CONFER WITH SUPPLY HOUSES RE UNIFORM BASIS OF CREDIT.

Dealing with the matter of supply house terms and practice which was brought up by Geo. H. Sauls in his address of the previous day, the Resolutions Committee brought in a recommendation which was amended to read as follows and was then adopted by the Cost Congress.

"We recommend that the Executive Committee of the Canadian Cost Commission for Printers confer with the supply houses of Canada with respect to securing a uniform system of credit."

COST COMMISSION WILL CALL NEXT COST CONGRESS.

In view of the fact that the new organization could not hold a meeting for any except its own members, the matter of calling the next Canadian Cost Congress has been left in the hands of the Canadian Cost Commission for Printers and the members of that Commission appointed by the Cost Congress will hold office until the next Cost Congress meets. The Commission will decide the time and place of the next Cost Congress.

BANQUET DE LUXE.

At the close of the Cost Congress on Friday afternoon a sumptuous banquet was served at McConkey's Restaurant, which was very largely attended. Arrangements for the banquet had been carried out by a special committee of which George M. Rose, of the Hunter-Rose Co., Toronto, was chairman. The manner in which the affair was handled reflected credit upon Mr. Rose and the other members of the committee. A song sheet of old favorites added greatly to the success of the banquet. The following toasts were heartily responded to: "Our King," proposed by W. A. Desbarats, Montreal; "Our Country," proposed by A. H. Barker, Regina; "Our Guests," proposed by H. L. Rous, Toronto; "The Ladies," proposed by Fred Searle, Toronto.

"THE REVISED PROOF."

After the banquet the members of the Congress returned to the Assembly Hall in the Temple Building, where a treat was in store in the two-act printers' drama

called "The Revised Proof." The ladies were present on this occasion, as well as a large number of local printers and supply men, the attendance being well over 500.

Atwell Fleming explained that "The Revised Proof" came as a fitting conclusion to the Cost Congress, inasmuch as it portrayed in concrete form the lessons which the Cost Congress was intended to teach.

"The Revised Proof" epitomized the benefits of organization and the cost system, and it is hard to imagine that any printer could see the play without being deeply impressed by it. It is the story of a man, who, after many futile efforts was finally induced to revolutionize his business methods. The awakening came only when he found that he was actually, as his bookkeeper put it, "fifteen thousand dollars worse off than nothing." This would be the end of the chapter for most printers, but fortunately his fiancée, who was something of a business woman, came to his rescue on the condition that he would install the cost system and join the Printers' Board of Trade. She became a partner in the business and modern methods were introduced as agreed upon with the result that a year later the balance sheet instead of showing a loss showed that the firm had made a handsome profit.

Considerable humor is interspersed by three supply men who, in the first act, call to demand payment of their accounts and in the second come to solicit the business of the then thoroughly wide-awake printing firm. Two printer's devils also do various stunts for the entertainment of the audience.

The principal character, Caxton Rittenhouse, proprietor of the business, as he was in the first act, and as he became after adopting the cost system and business methods is typical of two classes of printers. The one class is those who know the mechanical end of the business thoroughly, but who overlook the necessity for knowing the cost in their own establishment and selling every job at an actual profit. The other class typified is those who are wide-awake to every movement for trade betterment and co-operation among printers, who have the cost system in operation in their own plant, who make every job show a profit, and do not accept any order which does not allow for such profit, who deliver their work at the time promised and in general conduct their businesses along up-to-date modern lines.

The dramatis personae were made up principally of local printer men and this fact and the numerous jibes at well-known characters in the trade made the play all the more interesting to many of those present.

AUTOMOBILE DRIVE FOR THE LADIES.

The ladies accompanying printers in attendance at the Cost Congress were well looked after by Douglas S. Murray, chairman of the Committee on Entertainment and Reception, with the able assistance of Fred Searle, of the Brown-Searle Co. A reception was held at the King Edward Hotel on Thursday afternoon followed by an auto ride, taking in various points of interest around Toronto. On Thursday evening the ladies were entertained at a theatre party. On Friday, dinner was served at the King Edward at 6.30, after which the ladies were invited to attend the play, "The Revised Proof," at the Temple Building.

PRESENTATION TO SECRETARY.

A pleasing feature in connection with the banquet was the presentation of a pearl tie-pin to Daniel Baker, secretary of the Cost Congress. Mr. Baker has been a very busy man during the last few weeks and has given freely of his time and ability towards making the Cost Congress a success.

Atwell Fleming, in making the presentation on behalf

of the Executive Committee of the Cost Congress, after referring to the pleasure which the occasion gave to him and speaking appreciatively of Mr. Baker's services said he had a hazy recollection of being called upon to present a piece of jewelry to another party some time ago and "in that case," said Mr. Fleming, "I have been called upon to support that party ever since!" He wanted to make it clear that he had no intention of supporting Mr. Baker.

Mr. Baker thanked the Executive Committee for their kindness and said he had done his duty in connection with the Cost Congress just as he saw it. Now that the Cost Congress was over he thought it was the best he had ever attended, and he was greatly pleased because of the intense interest which had been shown in discussing the many important matters which had come before the Congress.

NO PHOTOGRAPH TAKEN.

No one can ever again charge that there is the least spark of vanity in the average printer. There were many "types" at the Cost Congress, and for that reason and more particularly because the homes of many were separated by thousands of miles, and yet all had come together for a common purpose, a good photograph would have been an appropriate memoir of the occasion and an inspiration for many years to come.

The chairman faithfully made the announcement at the close of the session on Friday morning, the sun shone beautifully, as good a photographer as ever snapped a shutter waited patiently on the steps of Toronto's City Hall, a block north of the Temple Building, where the Cost Congress was held, but the members had been urged to hurry back, dinner was being called and everyone was ready for it and consequently the expected crowd on the City Hall steps did not materialize, and the wrathful picture man said a few words about printers in general, and those who had engaged him in particular, and wended his way to greener fields. Too bad.



Five Midland Ontario Counties in New District Press Association

A meeting of newspaper publishers of the counties of Peterborough, Victoria, Ontario, Northumberland and Durham met at Peterborough on April 24 and organized the Midland District Press Association with the following officers: President, J. G. Keefer, *Norwood Register*; Vice-President, Allan Gillies, *Watchman-Warder*, Lindsay; Secretary-Treasurer, D. D. C. Dawe, *Examiner*, Peterborough; Executive: K. J. Cave, *Beaverton Express*; T. B. Lancaster, *Standard*, Havelock; M. A. James, *Statesman*, Bowmanville, and Leslie Wilson, *Sentinel-Star*, Cobourg. The association will meet at Lindsay on May 15th for further organization.



Newfoundland Buys Much Printing Material

During the fiscal year which ended 30th June last, there were \$30,017 worth of printing material imported into Newfoundland, according to the Customs report just published. Of this amount \$4,260 worth came from the United Kingdom, \$10,716 worth came from Canada, and \$15,041 worth came from the United States of America. Those importations consisted of presses, type, etc., and do not in any way refer to stock used. Printing office machinery and furniture come into Newfoundland free of all Customs' duties. During the first six months of the present fiscal year the importations were considerably in advance of corresponding dates of previous years and it is thought that the total imports for the year will far exceed those of last year.

Campaign Meets With Uniform Approval—Logical Copy Containing Messages to Both Merchants and Public—Good Results are Certain

As intimated in the March issue of *Printer and Publisher* the advertisements are written by John C. Kirkwood, whose reputation as a forceful copy-writer is already well known. Mr. Kirkwood had a peculiar interest in the present series, however, inasmuch as he was for seven years the proprietor of a store in a typical Canadian town, and was therefore enabled to bring to the work that understanding of and sympathy with the problems of retail mer-

A new note is struck in No. 7: "Assuring Your Business," in which the principle of making provision in advance against certainties of the future is admirably set forth. The very natural interest which the public displays constantly in the reduction of the high cost of living makes the appeal of No. 14, entitled "The Cost of Living" doubly effective. It shows the important part advertising plays

No. 4—Released May 6.

Offsetting Competition

The thing for the merchants of this community to do in their own interests is to advertise faithfully, and to make their printed announcements interesting and helpful to those whose trade and favor are desired.

The serious competitors of the retailers of consumer utility are the big stores of the big cities that send out catalogues and direct order departments.

A WORD TO THE PUBLIC.

A WORD TO THE PUBLIC.
When you send your money out of this community you enrich the great shops and impoverish this community. Strengthen—not weaken—the merchants of this community. It will all be returned to you in the form of better service and better values.

Be Loyal to Your Own Community

ADVERTISING turns over stocks rapidly, and therefore multiplies profits. This means that prices in a shop which advertises can be short rather than long.

Of this you may be sure: Prices in a shop which advertises are not **MORE** than in a shop which does not advertise. The chances are that they are often **lower**.

This, also, is generally true. You will find better goods, better values and better service in those shops which turn over their stocks rapidly. This means, as a general thing, shops which advertise.

A NOTE TO MERCHANTS

Advertising costs you nothing—it is paid for by the profits on increased sales.

Advertising is easy—it is simply saying in writing what you say to the customers in your shop.

Turn over stocks quickly, if you would make more money.

Shop Where You are Invited to Shop

No. 7 Released May 27

Assuring Your Business

A policy of advertising is a policy of life insurance, and the protection thus secured is well worth its annual cost.

old customers are subject to the influence of temptation, they may be induced to divide their custom to in some of the shopping at a competitor's.

Newcomers to this community will shop with you—become regular customers if they are invited to do so.

Your competitor's advertising is an influence which must be offset if you are to maintain your trade.

Not to advertise regularly to the readers of the WEEKLY CHRONICLE is to leave your business unprotected

A WORD TO THE PUBLIC

WORD TO THE PUBLIC.

It is no sign of weakness to follow the lead of advertising. You owe it to yourself to get the most for your money, the best goods and the best service. And if you find that your intention is to shop where you are invited to shop in lieu of to continue to be a customer of the shop which never solicits your good-will, you need have no compunctions of conscience.

Shop Where You are Invited to Shop

in helping to keep the cost of living within reach, and at the same time creates a deserved prejudice in favor of merchants who advertise. No. 4, "Offsetting Competition," touches upon a matter of very live interest, in fact, of vital concern, to every retail merchant in a small town, that of the encroachments of the big departmental stores and mail order houses. It puts it up to the merchant himself to meet and overcome this competition and he can depend upon it that his local paper will give him every assistance. In this advertisement the slogan is changed to one calculated to inspire local patriotism, "Be loyal to your own community."

Another of the series is headed, "Foolish Saving," and commences, "A penny saved is not always a penny earned. Sometimes it is two pennies lost," etc. "Debts and Debtors" is the caption of another, this one being addressed to the public with a note to merchants at the foot. The argument is used that just as the merchant buys from the wholesaler who "comes after" his business, so must he expect the consumer to buy from the dealer who shows an inclination for his trade through the very natural medium of an advertisement in the local paper. How apt the slogan in conclusion: "Shop where you are *invited* to shop." "Letting the Light In," "The Price of Success" and "Concentration" are other attention-getting captions. The entire series are uniformly excellent and it would appear that a very wise choice was made when Mr. Kirkwood was given the task of preparing the copy.

As to the results, they must surely follow. The persistent appeal of crisp, yet persuasive and reasonable copy week after week cannot help but rouse to action many merchants who have been hitherto apathetic toward advertising and will also break down the long standing prejudices and fancied arguments of some who have failed altogether to catch the spirit of modern business. It behooves every wide-awake publisher to follow this series of advertisements very closely, pointing out the arguments to those whom he is trying to land and being on hand to sign up a contract at the opportune moment. All success to the rural newspaper publishers in their efforts to secure that increase in local advertising patronage to which they are so justly entitled.

4P

Third Campaign to Stimulate Daily Advertising

JUNE 1 will see the launching of another coast to coast campaign to advertise advertising in daily newspapers. This is the third campaign of this kind, and, like the two previous ones, will be planned and carried out under the direction of Canadian Press Association. This time the series of advertisements will be divided into two classes. The first thirteen advertisements will be devoted to hot weather advertising, and these will be followed by seventeen others along a general line.

HOT WEATHER ADVERTISING.

The hot weather series will run from June 1 to July 14, the copy to appear on Monday, Tuesday, Wednesday and Thursday of each week, the thirteen advertisements to be run through once in the order in which they are scheduled and then the entire series to be repeated in the same order, making twenty-six insertions in all.

The hot weather series will be divided between copy intended to stimulate local retail advertising and copy relating to general advertising, the two classes to be published alternately.

The object of the hot weather advertising advertising campaign is, of course, to overcome the fallacy still adhered to by some merchants that the public will not buy goods that are out of season (so called). The tremendous power of advertising has been proven over and over again, inasmuch as it *does* sell goods that are not strictly in season, and this is being realized more and more by wide-awake, up-to-date merchants and manufacturers.

GENERAL ADVERTISING.

Division "B" of the campaign, devoted to general advertising, will follow immediately the hot weather campaign, commencing July 15 and running till September 15. The insertions will be called for on the same days of the week as in the case of Division "A," and there will be seventeen advertisements in the general advertising series, scheduled to repeat, making thirty-four insertions in all.

The general advertising advertisements will be divided among the following classes:

- (a) Advertisements relating to general advertising.
- (b) Advertisements addressed to the reader with the object of increasing the reader's interest in advertising and confidence in advertised goods and advertisers. This latter idea may, of course be incorporated in the advertisements in classes (a) and (b) as well as in advertisements devoted wholly to this thought.

Each of the thirty advertisements in the campaign will be three columns wide by seventy-five lines in depth. No mats or plates will be supplied for these advertisements, but proofs of the series will be sent out to the co-operating newspapers by Canadian Press Association. This plan will avoid any possible confusion arising through the sending of plates or mats to papers not equipped for using same, and will at the same time greatly reduce the expense of the campaign to the Association. The copy will be written by one of the best known and most efficient advertising writers in the Dominion, and *Printer and Publisher* is assured that there will be no room for disappointment in this connection. Those of the advertisements relating to retail advertising will contain a reference of interested readers to "the advertising department of this newspaper." Those relating to general advertising will contain a reference of interested readers to "recognized advertising agents, a list of whom may be secured from the Secretary of the Canadian Press Association, Lumsden Building, Toronto."

Although the plan outlined above has so far been announced by the Association merely as a tentative plan, it is unlikely that any serious changes will be made in it. It is hoped that the campaign will receive the approval and co-operation of even a larger number of daily newspapers than co-operated in the last campaign. The service is one which every daily ambitious to increase its advertising patronage and its advertising prestige should not hesitate to take advantage of.

4P

P. D. Ross Now Chairman Postal Committee, C.P.A.

BULLETIN No. 143 of Canadian Press Association announces the appointment of P. D. Ross, publisher of *Ottawa Journal*, to the chairmanship of the Postal Committee of that organization. The appointment of a new chairman was made necessary by the resignation of M. E. Nicholls, *Montreal Mail*, and the selection of Mr. Ross was the result of the unanimous vote of the Executive Committee. Mr. Ross has agreed to accept the appointment, and the Executive Committee believes that the Association is extremely fortunate in securing his services in that capacity.

New York Printing Show is "International"

Many Canadians Attend—Tendency Toward Automatic Machinery Continues Apace—New York Herald's New Press Prints 1,000 32-page Papers a Minute

NEW YORK, April 23.—Although officially known as a national exposition, "international" would be a better term for the New York printing show, which is bigger than last year in spite of its unwieldy name: "The National Printing, Lithographing, Paper, Publishing, Stationery, Advertising and Allied Trades Exposition," a name usually boiled down to "The Printing Exposition." It is international in different respects. American exhibitors naturally predominate, but there is a good representation of European concerns while Canada is represented by one exhibit. In point of attendance the international aspect is even more pronounced, including goodly delegations from Canada and Latin America, and a few from over the ocean.

SMALLER ATTENDANCE GOOD SIGN.

There is a noticeable falling off in the total attendance, as compared with last year's show, but instead of this being a source of regret on the part of the promoters and exhibitors, it is looked upon as being fortuitous, because it is the curiosity-seekers who have stayed away and consequently there is better accommodation for the genuinely interested visitors. A less promiscuous distribution of admission tickets largely accounts for this. Exhibitors consequently are devoting their energies to better purpose. The attendance of people directly interested in the printing and allied trades is greater than ever and they are able to get more real benefit out of the exposition than would be possible with the same crush of nondescript pleasure-hunters as last year.

PRINTING INDUSTRY FORGING AHEAD.

This year's exposition is being held in the Grand Central Palace, occupying the first floor and the mezzanine floor, the former being, to the greater extent, devoted to printing machinery and the latter to paper and supplies.

An outstanding impression upon the visitor in making the round of the exhibits of printing machinery is made by the numerous automatic presses, press feeders and other self-operating machines and devices. The invention of time-saving machinery in the promotion of efficiency has been more marked in the printing trade than any other industry, and this progress continues year by year.

FASTEST NEWSPAPER PRESS IN THE WORLD.

While not directly connected with this exposition, an interesting event in this city yesterday, which is interesting to mention in this connection, was the demonstration of the fastest newspaper press in the world just completed for the New York *Herald*. It was witnessed by representative newspaper men who attend the meeting of the Associated Press, including John Ross Robertson, of the Toronto *Telegram*, and J. F. Mackay, of the Toronto *Globe*.

This marvelous machine is built in four tiers, and has a combined height of about nineteen feet. It attains the hitherto unheard of speed of 60,000 32-page papers per hour—exactly 1,000 a minute. It will, of course, turn out a correspondingly larger number of 16- or 8-page papers, reaching the maximum of 240,000 per hour of the latter size.

PRESS BUILDING REVOLUTIONIZED.

Not only is the *Herald's* new newspaper-making machine the fastest in the world, but it introduces several

features in its construction that will revolutionize the building of newspaper presses. These are all the product of Henry A. Wise Wood, the inventor, who has spent the past five years in constructing the machine and prior to that spent several years in making a study of newspaper presses. He claims that the engineering principles upon which the most modern newspaper presses have been constructed, heretofore, are the same as those used in the early eighties. Mr. Wood is the inventor of the autoplating machine, which he perfected in 1900, so that this is his second important contribution towards revolutionizing methods of newspaper production.

BREAKING OF WEB ELIMINATED.

The application of advanced engineering principles by Mr. Wood has resulted in a complete change in the manner of feeding the machine from the web and running the streams through the various cylinders. Instead of using the paper as a driving belt, depending on its own strength to stand the strain, it is, as the inventor puts it, treated as a passenger, and at no time is it called upon to carry more than its own weight, so finely adjusted is the mechanism that escorts it through the machine. The difficulties encountered through unevenness in rolls causing breakages and "chokes" has also been overcome entirely. Adjustments provide for the handling of paper of all thicknesses and no matter what the speed breakages are practically impossible. This will enable publishers to use a much lighter weight of newsprint than formerly, thus giving all the obvious advantages attached thereto.

A great improvement has also been made in the manner of inking, the result being that the printed sheet has more of the appearance of a magazine, printing with exceptional clearness both text and illustrations.

WILL STOP INSTANTLY WITHOUT JAR.

The gears of the machine are of helical design and are of the finest steel enabling complete stoppage of the press in a moment. Mr. Wood illustrated this to the group of publishers present by stepping into the machine and breaking the web with his hand. At the same instant the power was shut off, heavy air brakes were applied and the machine came to a standstill within three revolutions, and as a consequence the "choking" which the breakage in the web would ordinarily cause was avoided. Another remarkable thing was that the stopping of the press was accomplished without jar or apparent strain. The construction of the frames of the press is so heavy that noise and vibration while running is reduced to a minimum.

The press is at present erected in the building in which it has been built, but it will be removed to the *Herald's* pressroom in June, where it will replace two large presses. The present press equipment of the *Herald* includes three large Goss duodecuples and a number of smaller Hoe machines, the battery extending the entire block on the Broadway side of the building.

SUGGESTIONS FOR PROMOTING EFFICIENCY.

The promotion of efficiency so prominently brought forward in the adoption of cost systems, is taken advantage of by the paper makers in their arguments to the printers who buy paper and in their advertising to the men who use it. For instance one paper firm puts out a pamphlet

purporting to show business men how to kill the poor business bugaboo. It points out that when times are dull business men are prone to view expense accounts through a microscope and allow conditions to distort their sense of proportion, cutting down their efforts to get business and then wondering why business is dull. That is the time when the principle of the survival of the fittest applies, and if in hard times some concerns are forced to the wall it is pretty sure to be the ones who cut down on selling efforts. The argument is presented that economy should be put in the right place:

"Don't save your money—save your business. The time to save money is in good times when it comes easy. The time to use it is when you need it. You can use it to make your prospects and customers believe in the stability and integrity of your house. Use it to help your salesmen. Use it to keep in close touch with your trade, and its needs. Use it liberally in postage and good stationery." Then follows a brief outline of a personal letter campaign and in urging the use of the particular paper made by the house issuing this pamphlet, it is pointed out that it is obtainable from high grade, responsible printers and the message ends up with this parting shot: "Don't save money at the spigot of sales expense only to waste it at the bung of lost opportunities."



About the Clean Up and Paint Up Campaign

A MOVEMENT is gaining force in dozens, if not hundreds of Canadian cities, towns and villages that is destined to become a national institution, or rather an international one, because our neighbors across the border have not been slow to recognize the merits of the "Clean Up and Paint Up" idea. Call it an enlargement of the old-fashioned "Spring House-cleaning" if you like, and think of a week or more strenuous labors on the part of the whole family, not only on the inside, but the outside of the home, taking in the yard, the fences, the garden, and improving the surroundings in every possible way. Can you imagine the effect of concentrated effort in this direction on the part of every individual citizen, coupled with the co-operation of the Municipal Council, Board of Trade, Health Department, Fire Department, etc.? *What would it mean to your town?* Garbage and ashes removed, fences and walks repaired, every house on every street—both small and large—treated to a coat of paint, lawns leveled and grass seed sown, gardens made ready for planting, all the unsightly things made beautiful—those are some of the things it would mean. And on the inside—paper-hanging, varnishing, cleaning every nook and corner, every housewife vying with every other housewife in an effort to excel. Without seeing the effect of a week of such work it is difficult to imagine the resultant cleanliness and beauty of the entire town, and the consequent healthiness and happiness of its citizens.

HOW TO START.

Printer and Publisher strongly recommends to every newspaper publisher that he try it in his town. You will have no difficulty becoming enthusiastic about the scheme and in making others enthusiastic. Act quickly—call a meeting of prominent citizens; consult paint and hardware dealers; get the interest of the Council and Board of Trade—make them see the soundness of the proposition, pointing out that you are willing to boost it editorially and in every possible way. This has already been done by the newspapers of a large number of towns and cities and they are having good success with it. The proposition is so good it literally "sells itself."

THE ADVERTISING OPPORTUNITY.

The perfectly legitimate opportunity for securing extra advertising that the "Clean Up and Paint Up" campaign presents is so apparent as to scarcely require pointing out. The advertisements on this month's insert, which appear on the four pages following, speak for themselves. They give an excellent idea of the numerous lines that may be advertised in connection with the campaign. Don't overlook the Board of Trade or some similar body in the matter of display advertising. Don't be satisfied with a "Proclamation" in six-point, but stir up every solitary representative of orthodox officialdom and sell them a half or a full page. The "big broom" ad will give you an idea for copy suggestion. The other suggestions will sell the space to hardware merchants and paint dealers.

THE HARDWARE DEALERS ARE READY.

And we mustn't forget to tell you a very important thing in connection with this campaign. That is that we have and therefore *you have* the hearty co-operation of *Hardware and Metal*, a sister publication to *Printer and Publisher*, and one which goes weekly to over 90 per cent. of the retail hardware merchants in Canada. *Hardware and Metal* has been impressing the possibilities of the "Clean Up and Paint Up" campaign upon the hardware merchants of *your town*, so their interest will be aroused already.

ELECTROS AT COST PRICE.

Electros of any of the illustrations used in the specimen advertisements may be purchased at *cost price* from *Printer and Publisher*. This is just a little service we are prepared to render to help you make a success of the campaign. You are welcome to write us also in regard to anything in connection with the proposition that we can help you with. For instance, we are receiving daily clippings from newspapers published in towns and cities which have already taken up the idea and perhaps we can further help you in making suggestions as to the best kind of general publicity, as well as in connection with securing of advertising from the local merchants.



The Editor's Creed

TO BE humbled by the responsibility rather than exalted by the power of the printed word.

To seek the truth diligently and write it simply.

To hold his pen to strict account for intemperance and exaggeration.

To judge no man nor speak ill of him unless by doing so comes greater good.

To speak plainly about public evils without fear.

To keep an open heart for the needs of those who toil and an ear ready to the cry of the unfortunate.

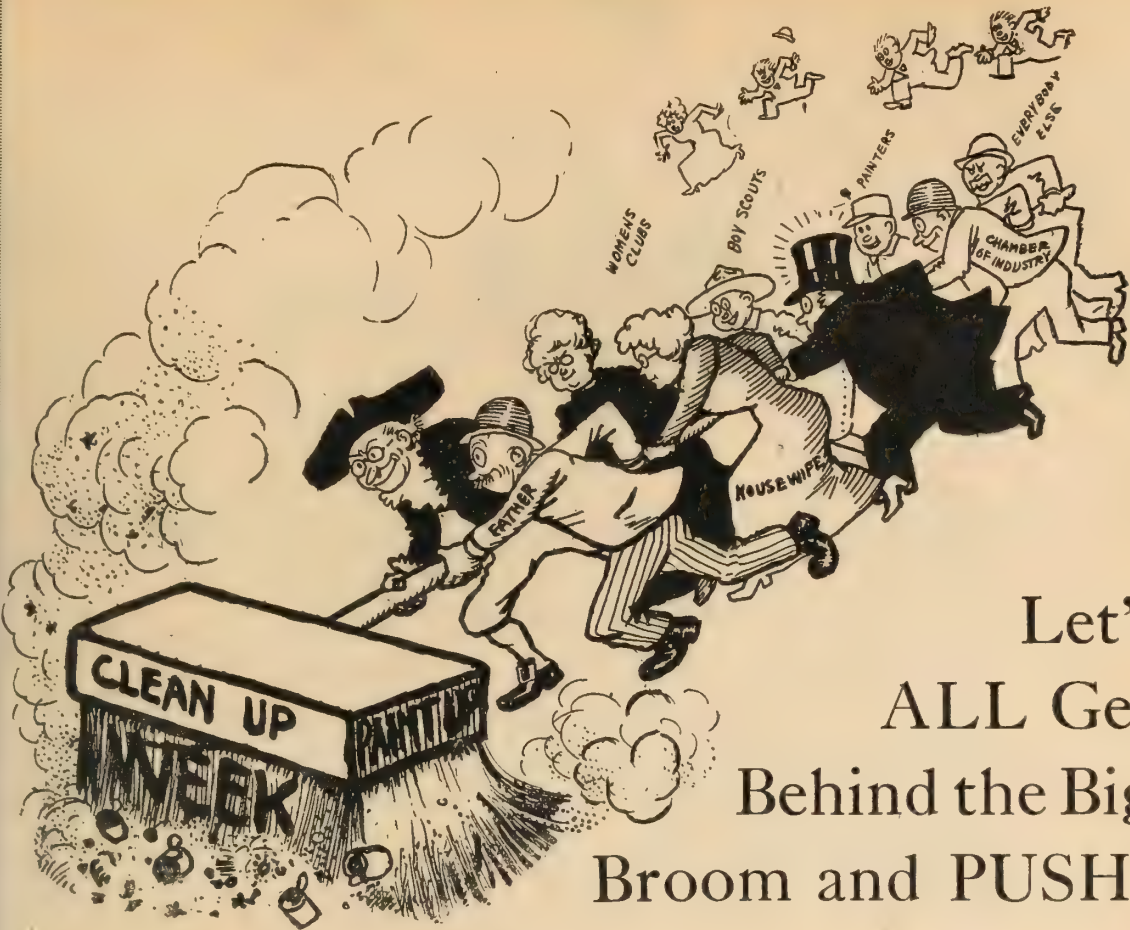
To visit scorn upon those whose power or wealth is earned by the oppression of the poor.

To expose scheming and hypocrisy in high places.

To accept fair criticism with candor and misunderstanding with a smile.

To abate no jot of his convictions, whether to reader or advertiser for money's sake.

To picture the world as God made it, darkened occasionally by war and passion, but brightening from year to year as man deals more justly with his brother and as he sees more frequent and less broken glimpses of the divine plan.—*Colliers' Weekly*.



Let's ALL Get Behind the Big Broom and PUSH!

LET'S make Cleanville more beautiful, more healthful, more progressive, more livable. Let's stimulate business and civic pride. Let's make ourselves better satisfied with our own hearths and our own little city. Let's be "All Together" in this big "Clean Up and Paint Up" campaign and BOOST!

Just see what a difference a little paint will make in that store front, porch, verandah, window sill or garden fence.

See how easily you can transform that front lawn, back yard and alley into your own little beauty spot that will radiate good health and happiness.

Then there's the cellar that's virtually crying for broom and whitewash brush. The garden gate that probably only needs a few nails and a strip of wood, and the weatherstained front door only a little varnish.

Get out your brooms; your brushes, your rakes, your hoes and see what a big difference you can make in *your* home; see what a really beautiful, livable city we can make out of our own little Cleanville. But much of the work cannot be done single-handed. If there is some improvement about

your home or store that you cannot accomplish yourself, just let us know about it and a corps of eager, energetic citizens will soon be around to give you assistance.

And in this respect we need your own, personal co-operation—we need the co-operation of every man, woman and child in Cleanville. Two-hour squads are being made up to handle the larger, more stupendous work. Get in on one of these Clean-Up Squads and get the fullest enjoyment and personal satisfaction of seeing our little city the most beautiful and healthful in Canada. Just fill in the Volunteer's Coupon herewith and let us know the two-hours' time you can best devote to this co-operative work.

Send in the Coupon *to-day*.

**VOLUN-
TEER'S
COUPON**

I volunteer to work for at least two hours on the following day or days mentioned below during the "Clean-up, Paint-up" Campaign under the direction of a crew captain.

CLEANVILLE BOARD of TRADE

Name

Address

Day or Days Volunteered



Who'd Pay Twenty Dollars for a Ten-buck Suit?

NOT many of us—if we knew anything of clothes. And yet, in the matter of paint, how often some of us make a similar mistake and find in the end our purchase possessed only half the beauty, endurance and preserving power a really good paint should? Usually the value of

BENSON'S PAINT

is not reckoned by its high price—even though that would indicate its quality—but is based more generally on that bright, beautifying appearance and weather and wear-resisting qualities it gives to your home or store.

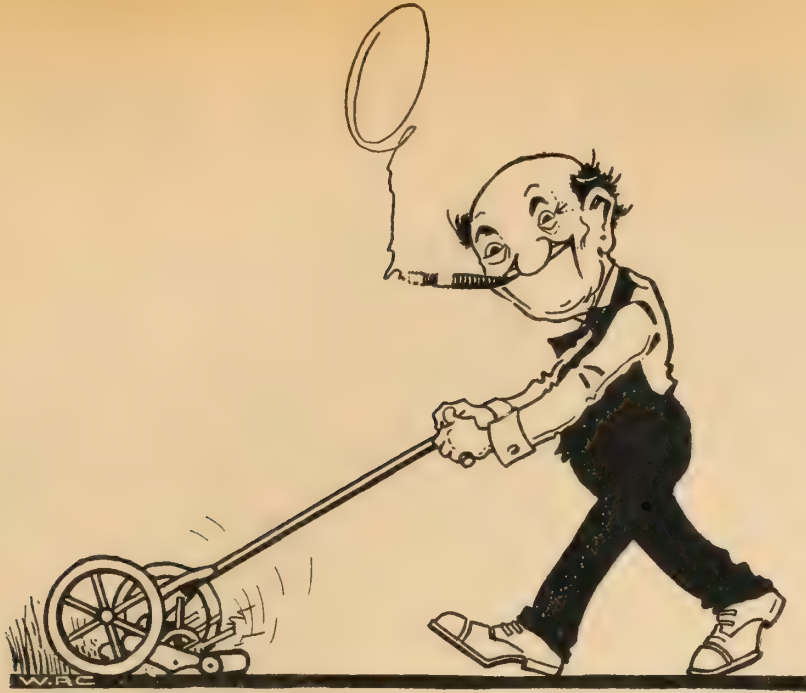
Benson's Paint is the Paint of Permanence—as good as the best of materials and thirty years of “knowing how” can make it.

If you want to get real, lasting satisfaction and pleasure out of these “Clean-Up” days, just drop in and see us and familiarize yourself with the beauty and economy of Benson's Paint.

Whatever tints or shades you are most interested in you are sure to find it in this complete range, already mixed, ready for use. Shall we expect you to-day? We're open till ten.

Chapman & Son





THERE'S a sublime satisfaction and contentment accompanying this "Clean Up" spirit, and the more conscientious are expressing their enthusiasm not only on the inside and outside of their homes, but in the garden as well. We recently completed arrangements for a large stock of goods at the lowest market rate, and to enable everyone in Cleanville to express his personality in the neatness and beauty of his own lawn we are offering

Greatly Reduced Prices on GARDEN TOOLS During "Clean-Up" Week

Here you will find the most dependable lines of garden tools in Canada—lawn mowers, shears, rollers, rubber hose, spades, rakes, hoes, trowels, garden accessories, etc.—everything you need to beautify your lawn and garden.

Just look over your garden NOW and see what a real difference you could easily make in a short time with the proper tools. Visit our extensive assortment of garden tools *to-day* and judge for yourself if they are not the greatest value ever offered. See this line of tools NOW, while the range is complete.

Main
St.

**JOHNSTON'S
HARDWARE**

Phone
15

Get the "Clean-Up, Paint-Up"

Spirit



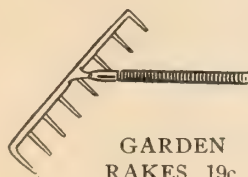
BEST QUALITY
READY-MIXED PAINT



PAINT AND VARNISH
BRUSHES FROM 19c.



FLOOR
MOPS
23c.



GARDEN
RAKES, 19c.



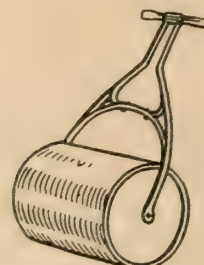
GARDEN BARROWS
\$3.00 UP

JUST make your own home and garden truly reflect the spirit of progressiveness and "personal pride" that is distinguishing Cleanville these "Clean-Up" days. Jump into your overalls, get the "Clean Up" spirit, and see what a real difference you can easily make in your own home. To enable every one to make the most of these "Clean-Up" days we are displaying

The Largest Range of "Clean-Up" Supplies in Cleanville

The few items illustrated herewith give only a hint of the extensiveness of this display and the great values offered. To appreciate these values most fully it would be well to come and see them personally and compare them with anything you have ever seen before. Only then will you fully realize the real economy of this extensive range. But it would be well to come in as soon as possible—to-day—as many of the items are fast diminishing. Make it a point to see this line *to-day*. We will be open in the evening.

WATSON & CLARK



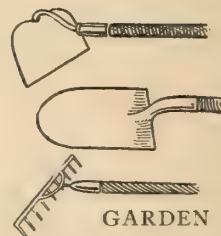
LAWN ROLLERS
\$5.00 UP



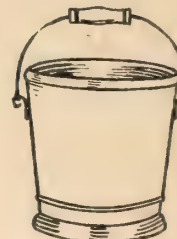
GARDEN SPADES
FROM 75c.



CARPET
BEATERS
15c.



GARDEN
OUTFITS
FROM 1.25



WATER PAILS
FROM 19c.

What Canadian Ad Clubs are Doing and Why

Splendid Program for Toronto Convention—Plans Well Advanced—Particulars of Pacific Coast Convention—News from Montreal and Hamilton

MONTREAL PUBLICITY ASSOCIATION LEAD CAMPAIGN TO CLEAN UP MONTREAL.

RECENTLY it was proposed by one of our members, Frank H. Brown, that a campaign be launched by our Association for the setting aside by the city of a week during which time every effort be made to clean up the ugly spots and put the city in a state similar to that of far-famed "Spotless Town." The idea is by no means a new one, but has never made much headway in Montreal, although the city sadly needs something of the sort.



New or old the idea took hold of the Directors of our Association and they in turn are taking a hold of a campaign for "A Cleaner and Healthier Montreal," which bids fair to be the biggest thing of the kind ever started in Canada.

Wm. Garlock, Sales Manager of The American Wood Working Machinery Co., spoke to the Association on "The Sales Manager's Conception of the Advertising Department." C. R. Lippman, the house organ specialist of New York, being among the listeners, was then called upon for some remarks. Mr. Lippman, as everyone wanted him to, immediately swung into his favorite subject—the value of the house-organ as a sales producer.

The On-to-Toronto Committee is hard at work and plan to ship a record crowd to Toronto in June.

A. W. GREENE, Chairman Publicity Committee.

PLANS FOR TORONTO CONVENTION IN GOOD SHAPE.

ALTHOUGH the big Toronto Convention is nearly two months away, the plans of the Convention committees are practically matured and in most cases only the minor details remain to be worked out. The general chairman, Frank H. Rome, is to be congratulated on the efficient manner in which he has handled the very heavy work of getting the committees in line, as evidenced by the splendid progress of the arrangements at an exceptionally early date. In every instance preparations are further advanced than in any previous Convention.

Considerably more than half the amount needed to finance the Convention has already been raised, and, as many leading merchants are yet to be heard from there is not the slightest doubt of the total amount being raised with ease.

In the matter of transportation the Canadian railways have agreed to single fare plus 25 cents for the round trip on the certificate plan.

Visiting ladies are promised the time of their lives, and the programme for them as arranged to date includes Monday Morning Session in Assembly Hall; Luncheon at City Dairy; Theatre Matinee; Moonlight on the Lake; Luncheon at Lambton Golf Club; Motor Tour; Reception by Mayor; Regatta, and Motor Cycle Sports; Trip to the Falls, and Military Tattoo.

The work of the Entertainment Committee has rounded into particularly good shape and there will be "something doing" every moment not occupied by the business sessions. The 48th Highlanders' Band has been engaged for the whole Convention. Some of the entertainment features planned are: Mid-day band concerts, motor ride through city, moonlight excursion, water carnival, motor cycle races, military tattoo.

A thoroughly equipped post office with mail boxes and stamping machines in several places on the Exhibition Grounds has been authorized by the postal authorities and the official address will be "The Advertising Club's Convention Post Office, Toronto." Visitors are advised to have all their mail addressed as above instead of to hotels, as it will assure absolutely prompt delivery and uncalled-for mail will be forwarded.

At least 50 overseas delegates have already signified their intention to be present, and there is every likelihood of a further contingent from Germany.

Luncheon and dinner will be served daily on the grounds and arrangements have been made for first-class menus and quick service. This will enable delegates to take in the whole of the convention without leaving the Exhibition Grounds.

Definite promises have been received from a number of churches that their pulpits will be open to Ad Men on Sunday morning, June 21, and a number of the most prominent advertising men of the world will be the speakers.

MUCH OF AD CLUB'S PROGRAM WILL INTEREST PRINTERS AND NEWSPAPERMEN.

THE ANNUAL Convention of the Associated Ad Clubs of America, which meets at Toronto, June 21 to 25, presents an opportunity to Canadian printers and publishers hitherto unequalled. The programme, which has just been announced, contains many addresses by experts in their respective subjects, who will come from all parts of the United States and Canada, and the departmentalizing of the sessions will make it convenient for everyone to choose the particular addresses he wishes to hear. Below is given that portion of the programme which should prove of particular interest to readers of *Printer and Publisher*.

NEWSPAPERS.

Section meets in Horticultural Building—Chairman, Jason Rogers, of New York.

TUESDAY, JUNE 23.

2.10 p.m.—Address: "The True Functions of a Daily Newspaper," by Elbert H. Baker, of Cleveland, O., late president of the American Newspaper Publishers Association; president and general manager of the Cleveland *Plaindealer*.

2.40 p.m.—Address: "Improving and Safe-Guarding Relations Between Advertising Agents and Newspapers; Standardizing Newspaper Practice," by John M. Imrie, of Toronto, Ont., secretary of the Canadian Press Association.

3.10 p.m.—Address: "How the Worst Advertising May Be Made the Best," by Victor Leonard, of New York city; advertising manager of the Standard Milling Co.

3.40 p.m.—Address: "Something More Than Solicitation," by M. J. Hutchinson, of Regina, Sask.; advertising manager of the *Leader*.

4.10 p.m.—Address: "Clean Pages the Best Policy," by E. L. Clifford, of Minneapolis, Minn.; advertising manager of the *Minneapolis Journal*.

8.00 p.m.—Address: "How Can the Efficiency of Newspaper Advertising Be Increased?" by Wareham Smith, of London, Eng.; of Associated Newspapers, Ltd.

8.30 p.m.—Address: "Advertising Advertising; with Particular Reference to Work in this Direction by the Canadian Press Association," by William Findlay, of Ottawa, Ont.; manager of the *Ottawa Free Press*.

9.00 p.m.—Address: "Treating Advertising Columns by Application of Editorial Rules," by Marshall Ballard, of New Orleans, La.; of the *New Orleans Item*.

9.30 p.m.—Address: "Improving the Physical Appearance of a Newspaper." Illustrated by the stereopticon. By Will Bradley, of New York, of Will Bradley's Studios.

10.10 p.m.—Address: "Eliminating False and Misleading Advertising," by J. J. O'Neill, of Manchester, England; advertising department of the Manchester *Guardian*.

WEDNESDAY, JUNE 24.

9.40 a.m.—Address: "The New Ad Man—The Advertising Counsellor: How He Will Increase the Efficiency of Newspaper Advertising," by William C. Freeman, of New York city; advertising counsellor of the *Globe*.

10.10 a.m.—Address: "Developing Interest in Advertising Through the News Columns," by A. L. Shuman, of Fort Worth, Texas; advertising manager the Fort Worth *Telegram*.

10.40 a.m.—Address: "Co-operation with Advertisers to Increase Results," by Frank D. Webb, of Baltimore, Md.; advertising manager of the *Baltimore News*.

11.10 a.m.—Address: "How National Advertisers Can Use Newspapers Effectively," by Dan A. Carroll, of New York City, of the Six Point League.

11.40 a.m.—Address: "Facts About Trade Territories Which Advertising Agents Ought to Know," by Elon G. Pratt, of New York City; of the J. Walter Thompson Co.

12.10 a.m.—Address: "How the Educational Work Trains Better Advertising Men for the Newspapers."

PRINTING.

Section meets in Dairy Building—Chairman: E. Lawrence Fell, of Philadelphia, Pa.

TUESDAY, JUNE 23.

2.10 p.m.—Address: "The Last Word on Catalogues for Mail Order Houses," by T. E. Donnelly, of Chicago, Ill.; of R. R. Donnelly & Sons Co.

(Continued on page 79.)

NEWS OF PRINTERS' ORGANIZATIONS

CALGARY MASTER PRINTERS RE-ORGANIZE.

THE CALGARY Master Printers' Association which was disbanded in January last is in process of re-formation. A luncheon was held at the Hudson's Bay Elizabethan Rooms on March 30th, when there were present Messrs. Esdale, Douglas, McDermid, of the Edmonton Board accompanied by R. S. Van Pelt, the manager of the northern city's association. The advantages to be gained both by the master printers and the purchasing public by such an organization were pointed out by Mr. Esdale who showed conclusively the benefits derived by their Board and it was resolved to put the craft in Calgary on a similar footing.

The following were elected officers of the new organization: President, James Young, J. Young Printing Co.; vice-president, R. C. Sherwood, Sherwood-Fowler Co.; secretary, J. D. McAr, McAr Printing Works; treasurer, S. Burnand, Burnand Printing Co.; Grievance committee, S. Hynds, Herald-Western Co.; T. Tivey, Quick Print; L. Caniff, Caniff-O'Brien Co.; A. Schraag, Standard Printing Co.; F. D. Morton, Western Standard.

Amongst those present the following Calgary firms signified their intention of joining the organization which should now be able to do good work and place the trade in the position to which it is entitled: Herald-Western Co., Star Printing Works, J. D. McAr, S. Burnand, Standard Printing Co., West & Brown, Ltd.; Daylight Press, Sherwood-Fowler Co., Phoenix Press, Caniff & O'Brien, J. Young Printing Co., Central Press, Avenue Press, Western Standard Print Shop, Quick Print, East Calgary Press, C. T. A. Mitchell, Calgary Bookbinding Co., Hicks Engraving Co., Calgary Photo Engraving Co., American Paper Box Co., Stafford & Kent, John Martin Paper Co., Barber-Ellis-Davis Co., Miller & Richard, Toronto Type Foundry Co., Ltd.

Frank E. Jenks, formerly manager of the Calgary Master Printers' Association is now manager of the Printers' Board of Trade at Albany, N.Y.

EVIDENCE OF GOOD WORK OF WINNIPEG ESTIMATING CLASSES.

THE ESTIMATING class of the Winnipeg Printers' Board of Trade closed up on Monday, March 30, when there was an attendance of sixteen. At the close, the class presented the instructor, Alvin S. Dunbar, with a sterling silver mounted calabash pipe.

The class started out on October 27 with an attendance of 46, and in all, 12 classes were held on the second Monday night of every month, throughout the season. The ordinary run of of job work was gone through. Letter heads were taken up the first night, and the class was wound up with an estimate for 20,000 booklets, 80 pages and cover, bound saddle wire flush. The estimate as priced on the board was as follows:

Specifications:

20 in booklets, 80 pgs, and cover, size 4 1/4 x 6 1/2 inside
32 pages type in front, 48 pages from half-tones,
and 1 line caption under each—Cover printed 1 page
only Black ink throughout All plates supplied
Bound saddle wire flush.

Preparation:

Composition, 32 pages 8 pts, 1013 ems each, \$1.65	
per page, \$52.80. Caption 48 pages, half hour each	
24 hours at \$1.50, \$36.00. Total composition	\$8.80
Lock up, 2-32's, 25x38 sheet, \$13.00. 1-16, 19x25	
sheet, \$2.95. 1-4, 12x18 sheet, 50 cents. Total	
lock up	16.25
Electretypes, 3 of cover page at 88 cents each	2.64
Profit on electros, 25%	.66
Make-ready—2-32's, 25x38 sheet, class C, \$33.60,	
1-16, 19x25 sheet, class C, \$13.20. 1/4 (cover) 12x18,	
class A, \$1.10. Total make ready	47.90

Total Preparation \$156.25



RE ORGANIZATION LUNCHEON OF CALGARY MASTER PRINTERS' ASSOCIATION

Standing: (Left to Right)—P. Proverbs, Geo. Allen, F. Hartney, A. R. Littlebury, H. Handley, L. E. Davis, F. Day, W. Douglas, F. Flood, H. Wingfield, M. Esdale, L. Hicks, Jackson Davis, A. McDermid, W. R. Davis, N. King, F. Hickey, M. Barr, A. Dichmont, R. Taylor, E. Ford, Geo. Wright, C. Stafford.
Sitting: (Left to Right), F. D. Morton, C. Clark, E. West, S. Burnand, S. Tivey, R. Sherwood, J. Young, J. D. McAr, A. Schraag, L. S. Van Pelt, H. Kent, C. Spencer, J. Meiss.

Production.

Stock 52 1/2 rms, coated, 25x38 7/8, 3,675 lbs, at 8 1/2 cents, \$312.38. 5 1/4 rms, Buckeye Antique, 20x25 65, 341 lbs, at 12 cents, \$40.95. Total for stock\$353.33
Profit on stock 25% 96.67
Ink 16 1/2 lbs, black at \$1. per lb. 16.50
Profit on ink 25% 4.15
Press, running 20 m impressions at \$2.20, \$88. 20 m at \$1.60, \$32. 5 m at \$1.30, \$6.50. Total 126.50
Binding Cut, \$2.00. Fold inside, 5 16's, \$77.25. Fold cover, 2 up, \$8.50. Insert, 6 sigs, \$60. Wire stitch, 20 m at \$1.35, \$27. Trim at \$1.30, \$26
Total for binding\$200.75
Delivery 15.00
Total production\$812.90
Total preparation 156.25

\$969.15

Quote 20,000, \$970.

The prices figured by the class were: \$1,176, \$1,067, \$1,035, \$1,026, \$1,018, \$1,014, \$1,003, \$986, \$982, \$980, \$958, \$927 \$911, \$813.

The pupil who figured \$1,176 got \$125 too much stock, without which his price would be somewhere near right. He was also a little high on the binding. Otherwise his estimate was good. The pupil whose estimate was \$1,067 had too much press work. He made a second estimate, which worked out at \$965 which was about right. The one who figured \$1,035 was off on his binding, but was not far from the right figure. The pupil with the lowest estimate, \$813, left out his running entirely. This, however was his first attendance at the class.

A committee has been appointed to go over the papers of those regular in attendance at the class, and certificates will be issued to those who have a standing of 80 or above, while the one with the highest marks will be given a prize to be donated by Clark Brothers, Ltd.

COST CLASS STUDENTS PRESENT CLUB BAG TO DANIEL BAKER.

AS CONCRETE evidence of their appreciation toward Daniel Baker, manager of the Graphic Arts Board of Trade of Toronto, the students who have been attending the cost finding and estimating classes conducted by Mr. Baker during the past winter presented their leader with a black walrus club bag nicely fitted. The presentation was made between the acts of "The Revised Proof" which was put on at the Cost Congress on Friday evening April 17. J. G. Wilson, of *Saturday Night*, voiced the appreciation of those who had attended the classes in a neat speech.

SECRETARY OF VANCOUVER BOARD RESIGNS.

THE APRIL issue of the *Printshop*, the official organ of the Vancouver Printers' Board of Trade, announces the resignation of John Bedford, the secretary of the Board. The announcement says further that the matter of appointing a successor will be taken up at the meeting on April 16, but up to the time of going to press no report of the meeting has been received.

HAMILTON GUILD ELECTS OFFICERS.

At the annual meeting and dinner of the Hamilton Printers' Guild on March 19, the following officers were elected: F. G. Smith, Pres.; A. G. Moore, Sec.-Treas., and R. Robertson, Asst.-Sec.

We expect to add 3 or 4 new members to the Guild at the next monthly dinner. A. G. Moore, Secretary.

EDMONTON CONTINUES TO INCREASE MEMBERSHIP.

EDMONTON Master Printers' Association has added several new members during the past month. It is significant of the good work of this association that it has not lost a single member since its organization over a year ago.

(4P)

What Canadian Ad Clubs are Doing and Why

(Continued from Page 77.)

2.40 p.m.—Address: "How to Sell Advertising Materials Through an Advertising Agency," by Mansfield F. House, of Montreal, Que.; managing director the Advertising Service Co., Limited.

3.10 p.m.—Address: "Reducing the Cost of Selling: Dividing the Cost of Dummies Between Customer and Printer," by Henry P. Porter, of Boston, Mass.; chairman committee on Apprentices, United Typothetae and Franklin Clubs of America.

3.40 p.m.—Address: "Selection of Types for Display Advertising," by Henry F. Bullen, of Jersey City, N. J.; manager of efficiency department, American Type Founders Co.

4.10 p.m.—Address: "The Vigilance Yard Stick Applied to Printing," by Ray Whittern, of Salt Lake City, Utah; with the Schmidt Lithograph Co.

WEDNESDAY, JUNE 24.

9.40 a.m.—Address: "Booklet and Catalogue Building," by B. F. Corday, of Cleveland, O.; president and treasurer of the Corday & Gross Co.

10.10 a.m.—Address: "The Development of Advertising Service," by Don Herold of Indianapolis, Ind.; of the Hollenbeck Press.

10.40 a.m.—Address: "Type Faces and Their Best Arrangement for Display Advertising," by A. F. Mackay, of Philadelphia, Pa.; typographic department of the Lanston Monotype Machine Co.

11.10 a.m.—Address: "How Type Can Be Made to Talk," by Bernard J. Lewis, of Boston, Mass.; treasurer of the Stetson Press.

11.40 a.m.—Address: "How the Educational Work Helps the Printers."

Some of the other sections are: Advertising Agents, Agricultural Publications, Directories, Engraving, Magazines, Religious Press Technical Publications, Trade Press.

PACIFIC COAST AD MEN'S CONVENTION AT VANCOUVER.

THE ADVERTISING men of Vancouver are now busy perfecting plans for the big Pacific Coast Convention of advertising men to meet in Vancouver, June 11, 12 and 13, 1914. The committees have been at work for some time on the preliminary details and it is expected that the visiting delegates will be entertained with a number of instructive features new to convention work.

It is not the intention of the men behind the Vancouver Convention to entertain the visiting delegates by means of a lengthy programme supplied by professional talent. The entertainment provided will consist of sight-seeing trips to surrounding points of interest including the great timber mills and salmon canneries on the Fraser and the scenic wonders of Capilano Canyon and Stanley Park. In addition to the P. C. A. M. A. Convention the lumbermen are holding a rally and concatenation of Hoo-Hoo in Vancouver at the same time. The employing printers of the West are holding a Cost Congress in Vancouver and we are endeavoring to secure a postponement of the council meeting of the United Commercial Travelers so that their convention may also be held in Vancouver during the convention of advertising men.

We are making the three days in question the principal convention days of the year for the reason that a great historical pageant, the first of a series, will be held in Vancouver on June, 12th. This will commemorate the discovery of Vancouver site on the shores of Burrard Inlet by Captain George Vancouver, 1792, and will also commemorate the total destruction of Vancouver on June 13, 1886, when a disastrous fire completely wiped out the newly incorporated town of Vancouver. It is proposed to hold in one of the leading theatres a pantomime and festival of songs and dances sketching the discovery, early settlement, present growth and future development of Vancouver and British Columbia in general. We are endeavoring to secure the co-operation of the public schools and the Militia units of Vancouver and believe that this entertainment and pageant will give the visiting delegates an excellent and comprehensive idea of Vancouver and British Columbia, past, present and future. The lumbering and mining interests of this Province will be well represented in this pageant and the entire entertainment is in the hands of skilled directors who have produced some of the greatest pageants ever held in the British Empire.

With the convention in Vancouver ending on the 13th of June, ample time will be given for delegates visiting Toronto to call at points of interest on the way East.

NEWSPAPER ADVERTISING ENDORSED AGAIN.

AN OPEN meeting of the Hamilton Ad. Club held at the Tudor Inn on the evening of April 3, was largely attended and a general discussion on the best method of advertising was indulged in, with the result that the club was practically unanimous in favor of newspaper display advertising. R. T. Kelley presided, and after the luncheon the members assumed the responsibilities of stockholders in a new company, considering the best method to advertise a new biscuit. George F. Hobart, P. H. Douglas and D. E. Wood led the discussion, and all were in favor of the newspaper campaign, several favored street car display and demonstration. The meeting was a very profitable one.

As though to further strengthen the case for newspaper advertising, B. A. Trestrail, advertising manager of R. S. Williams & Sons, Toronto, speaking on the subject of "Retail Advertising" on the evening of April 22, said that after a thorough trial it had been found that the medium that gave the best results was the newspaper. He said that by that means every nook and corner in the selling field was reached.

HAPPENINGS OF THE MONTH

Among the Job Offices

J. L. Thompson has opened a small job printing establishment in Winnipeg.

Edmonton printers are all busy, work seems to have picked up wonderfully in the last month.

The Western Printing Co., Saskatoon, have secured the contract of printing the Exhibition Prize List.

William McLellan, Winnipeg, has been appointed junior warden of the Assinaboine Lodge, A.F. of A.M.

The Standard Calendar and Novelty Co., 298 St. Paul St., Montreal, was badly gutted by fire on the night of April 7.

A report from Halifax says that the printers and bookbinders of that city have as much work as they can handle at the present time.

Peterborough *Review* has installed a Miehle cylinder and a number of new faces of job type to help take care of its growing job business.

Edmonton Printing and Publishing Co., are erecting a new building and expect to be in it by June first. It will be three storeys in height.

Cheever's Bindery, Guelph, located on the third floor of the Metropolitan Bank Building, was damaged by fire on April 1 to the extent of \$1,000.

The Great West Blue and White Printing Co., and Herone's Book Bindery, Winnipeg, suffered loss by fire to the extent of several thousand dollars.

The *Herald-Press*, Montreal, has opened a sales office in the Lumsden Building, Toronto. Frank H. Greene, formerly of Brigdens, Ltd., Toronto, is in charge as sales manager.

The present agreement between the master printers of Saskatoon and the local Typographical Union expires on June 6, and negotiations are now under way towards a new agreement.

The Fraser Printing Co., New Glasgow, N.S., have removed to new premises in the centre of the business section, and now have one of the finest and best equipped offices in the province.

D. C. Macdonald and W. Manson, both of whom were formerly employed by The Winnipeg Printing and Engraving Co., Winnipeg, have started in business for themselves as job printers on Portage Avenue.

E. J. Page, of the Page Printing & Binding Company, Sherbrooke, Que., chairman of the Publicity Committee of the Sherbrooke Board of Trade, is organizing a campaign for advertising Sherbrooke's industrial advantages.

Overheated steam pipes are believed to have been responsible for a midnight fire which did \$1,000 damage to the machinery of the Empire Print Shop, 188 Adelaide St. West, Toronto. The loss is partly covered by insurance.

Norman A. Ruse, a Regina newspaper man, has been appointed Publicity Commissioner for the City of Regina, at a salary of \$1,800 a year. Before going to Regina, Mr. Ruse was for five years on the staff of *Hamilton Times*.

There is a strong agitation throughout the provinces of Alberta and Saskatchewan for better sanitation and ventilation of the printing offices in those two provinces. Considerable success is being met with in the efforts to improve conditions along these lines.

The Western Business Publishers' Company, with a capital stock of \$12,000 was recently incorporated at Winnipeg. The application stated that the purpose of the concern is the carrying on of a general printing and publishing business. The incorporators are G. S. Alexander, D. W. B. Spry, T. W. Brad, Ethel Spry, and Esther Alexander.

The Peninsula Press, St. Catharines, have commenced publication of a monthly magazine called *Trotten Topics*, to be con-

lated in the cars and stations of the Niagara Central System of Electric Railway Lines and Steamers. It contains complete time-tables of all lines and considerable advertising is carried. It is very creditably printed.

The Brandow Publishing Co., Winnipeg, has been incorporated with a capital of \$25,000, divided into as many shares of \$1 each. The charter covers printing, lithographing, typefoundry, stereotyping and general stationery business. The incorporators are Geo. McKenzie, Geo. A. Brandow, Rev. Wm. C. Vincent, Frank R. Cornwall and Wm. P. Fillmore.

The Hurley Printing Co., Ltd., Brantford, have, since the occupation of their new building, reorganized their executive staff, the entire works being departmentalized with a mechanical foreman at the head of each section and J. W. Short as superintendent. Mr. Short was formerly of Toronto, and late superintendent of the Galt Reporter, Ltd., and is well-known in the printing trade. This firm reports good business, having been taxed to the utmost capacity during the past three months.



With the Newspapers

NEWFOUNDLAND.

The Easter Lily is a holiday publication issued by J. P. Gleeson and printed at the St. John's *Herald* office. It made its appearance on Saturday, April 11.

W. F. Coaker, editor-in-chief of the *Fisherman's Advocate*, of St. John's, has just returned from a trip to the seal fishery, where he had gone as a passenger on board the steamer Nascopie. The trip occupied some three weeks, and was much enjoyed.

The various newspapers in Newfoundland have been appointed to receive subscriptions towards the terrible sealing disaster, which occurred in connection with the Newfoundland seal fishery just closing, in which two hundred and fifty-one persons perished.

W. J. Withers, proprietor of the *Royal Gazette*, of St. John's, has been on an extended trip to England and Europe. Mr. Withers was to have left England the first week in March for Newfoundland, but was compelled to remain in the Old Country for some weeks longer, owing to a very severe illness. Latest advices state that he has considerably improved, and he is expected home towards the later part of the present month.

MARITIME PROVINCES.

Alfred E. McGinley, editor of St. John *Standard*, has gone to Ottawa and will remain there until the close of the House.

The possibility of a new paper being established at Moncton, N.B., has been under consideration in the interests of labor, as a successor to the *Eastern Labor News*.

Maurice W. Biggs, who came to St. John some months ago and has been on the staff of the *Daily Telegraph* has gone back to Montreal, on the staff of the *Mail*.

In order to stimulate interest in classified ads., *Sackville Tribune* offers an auto match case free with each order for \$1 worth of classified advertising accompanied by cash.

Hon. Geo. J. Clarke, editor of St. Stephen's *Courier*, and also Attorney-General of the Province of New Brunswick, will act as Premier during the absence in England of Premier Fleming.

Rev. Dr. J. H. MacDonald assumed his new duties as editor of the *Maritime Baptist* on April 12. Prior to their departure from Ottawa, Dr. and Mrs. MacDonald were honored by the Baptist Ministerial Association of that city and also by the congregation of McNeil Baptist Church, of which Dr. MacDonald has been pastor for some time.

Truro News has issued an attractive 36 page catalogue of engravings suitable for advertising all kinds of business. The cuts are loaned free to the paper's advertisers and job printing customers.

A number of the members of the staff of Halifax Mail were summoned to appear before the committee of the House of Assembly of Nova Scotia Legislature in connection with an article which appeared in that paper on April 16. The newspaper men did not appear when called on however, and the reason given was that they objected to the sessions of the committee being held in camera.

R. E. Armstrong, editor and proprietor of St. Andrew's Beacon for twenty-five years, has given up newspaper work to accept the position of secretary-treasurer and publicity commissioner of St. John Board of Trade. Prior to his departure the retiring editor of the Beacon was presented with a complimentary address and gold watch. The presentation was made by Mayor Greenlaw on behalf of the citizens of St. Andrew's. Mr. Armstrong's successor in the editorial chair has not yet been announced.

QUEBEC.

Joe Chandler has rejoined the reporting staff of Montreal Herald and Telegraph.

J. P. Smith, one of the publishers of the Richmond Times-Guardian is seriously ill.

J. B. Fitzmaurice has left Montreal Herald and Telegraph to become art editor of Beck's Weekly.

Montreal Herald offered \$10,000 in prizes for estimates of the result of the Montreal civic election.

Sherbrooke Record will shortly issue a de luxe edition devoted to the interests of Eastern Townships agriculture.

"Doc" Logan, of Montreal Herald and Telegraph, has been in the Homeopathic Hospital with a slight attack of pleurisy.

W. Hannam, formerly of Montreal Daily Telegraph, has been appointed superintendent of the Echo printing office, Verdun, P.Q.

It is rumored that the Conservatives are negotiating for the purchase of La Tribune, of Sherbrooke, now a supporter of Liberal principles.

John Holland, publisher of Stanstead Journal, is giving vigorous support to the prohibition campaign now being waged in Stanstead county.

Geo. W. Ligez has resigned as foreman of Cookshire Chronicle to accept a position in a job office in Toronto. He is succeeded by H. Davies, formerly of Montreal.

J. E. Smith, of Sherbrooke Record, has been elected secretary of the Eastern Townships Automobile Association. The Eastern Townships now has 800 automobiles.

Freddy Edwards, literary editor of Montreal Herald and Telegraph, left to join Beck's Weekly and is succeeded by Harry Somerville, at one time sporting editor of the Daily Witness.

As a result of some shuffling of the staff of Montreal Herald and Telegraph, John Armstrong becomes city editor with C. W. Lane as assistant and Hal Brown as rewrite man. Geo. K. Hannah succeeds Lane as assistant telegraph editor.

Quebec Telegraph makes use of a picture post card with a view of its building as a publicity scheme. The correspondence space is occupied with reasons for advertising in the Telegraph. The cards are distributed free of charge.

Montreal Star is installing an additional Hoe press. Its business has increased so rapidly of late that it has been compelled on several occasions to refuse advertising, and it is hoped the additional press equipment will relieve the situation.

It is announced that the new financial evening daily of Montreal, the Daily Commercial, of which the Hon. W. S. Fielding is to be the editor, will begin publication about May 1st. Letters patent have been secured from Ottawa and the authorized capital is \$500,000. The paper will sell at two cents a copy.

Walter S. Thompson, city editor of Montreal Herald and Telegraph, who left on March 21 to become chief literary writer of the Publicity Department of the Grand Trunk Railway, was presented by the editorial staff with a gold fountain pen. Roy Carmichael, managing editor, made the presentation.

Frank Carrel, proprietor of the Quebec Daily Telegraph, has recently been elected president of the Quebec Automobile Club, for the third year. Mr. Carrel is not only an ardent journalist, but a great traveler and sportsman as well, and has been foremost in encouraging all kinds of sport in the ancient capital.

Peter Chevassu, a well known newspaperman in Montreal, has been appointed private secretary to Mayor Mederic Martin, and will begin his duties next week. Mr. Chevassu has been in Canadian newspaper work for some time, working on Ottawa Le Temps,

Montreal Le Canada, and latterly on the staff of the Montreal Gazette.

V. E. Morrill, of the Sherbrooke Record, who is a member of the C. P. A. executive, was recently elected president of the Sherbrooke Board of Trade, vice-president of the Eastern Townships Associated Boards of Trade, and vice-president of the E. T. Immigration Society.

The engagement is announced of Miss Ethelwyn Munro Gibson, daughter of Mr. and Mrs. Goodwin Gibson, of Toronto, to Wellington John Jeffers. The marriage will take place early in May. Mr. Jeffers is Montreal Gazette's Quebec representative. He was previously on the staff of Montreal Daily Telegraph, Toronto Globe, and Winnipeg Free Press.

It is expected the Eastern Townships Press Association will be well represented at the Muskoka meeting of the C. P. A. this year. Sherbrooke had hoped to entertain the publishers in their convention next June, but the hotel accommodations were found to be hardly adequate to meet the requirements, owing to the extra large convention expected this year.

A page ad. appeared in Montreal Daily Mail signed by M. E. Nicholls and B. A. McNab, the publishers, to the effect that the Evening News would be printed in connection with the Mail. The announcement further said that the paper would be "a plain speaking, plain dealing advocate of the people's interest," and that the date of publication would be made public shortly.

A well-known and highly respected figure in Montreal's newspaper field has passed away in the person of John B. Tresidder, for nearly forty years senior advertising solicitor on the staff of Montreal Daily Star. Mr. Tresidder was sixty years of age and his death on April 1 came as a release from suffering after a long and painful illness. Mr. Tresidder was prominent in the Masonic and other fraternal orders and was respected and beloved by all who knew him.

Jos. Leeseide, Inspector of Edifices for the Quebec Government, ex-M.L.A. for the county of Maskinonge and a leading newspaper publisher of his time, died very suddenly on March 27 at his home in Montreal. In the early sixties Mr. Leeseide was general manager of Montreal Le Monde, which was the acknowledged journalistic mouthpiece of the then powerful French Conservative leader, Sir Hector Louis Langevin, Minister of Public Works in Sir John MacDonald's administration.

ONTARIO.

Welland Telegraph has installed a Model K Linotype.

Toronto World is adding three stories to its building.

Sarnia Observer is conducting a "pretty baby" contest.

London Free Press has changed from seven to eight columns.

Lindsay Post has installed a Duplex 8-page newspaper press.

Dunnville Chronicle conducted a Dollar Day for that town on April 11.

Vernon S. Smith, of Chicago, has joined the Baker Advertising Agency, Toronto.

Peterborough Morning Times offers ten art pictures free with each new subscription.

Guelph Herald is conducting an ad. reading contest, "Find the mis-spelled words, etc."

London Advertiser is running an interesting series of sketches on western Ontario editors.

Tilbury Times was damaged by fire to the extent of \$1,200 about midnight on April 14.

Belleville Intelligencer is conducting a voting contest, giving as prizes an automobile, grand piano, etc.

J. W. Vanatter, of Goderich Star, is in the Alexandra Hospital at Goderich to undergo an operation.

Toronto Globe offers "Facts for Fans," 100 pages of baseball information, for six consecutive coupons.

Dunnville Gazette is using the "Add Them Up" puzzle contest described in last month's Printer and Publisher.

Lindsay Crawford, magazine editor of the Globe, is in Ireland covering the Home Rule situation for his paper.

Courtright Outlook Tribune offers its papers at a special rate of ten months for 50 cents to new subscribers only.

The newspapers and merchants of Sudbury co-operated in a successful Dollar Day in that town on Friday, April 17.

Alexander Sunter, former editor and proprietor of Meaford Monitor, died in Meaford at the advanced age of 81 years.

Lindsay Watchman-Warder offers its readers Everybody's Encyclopedia in 5 volumes in exchange for a coupon and \$1.98.

Rev. Chas. W. Canton, of the *Ottawa Citizen*, has left that paper to accept the pastorate of a Unitarian church at Rosindale, Mass.

G. H. Maitland, J. P. Walsh and H. F. Gadsby are at present in the old land reporting the Home Rule crisis for the *Toronto Star*.

J. L. Milligan, at one time editor of *Peterborough Review*, has been appointed to a position on the editorial staff of *Toronto Globe*.

W. H. Kerr, editor of *Brussels Post*, is making good progress towards recovery after undergoing an operation at the Clinton hospital.

A. E. Bradwin, of *Goderich Signal*, called on *Printer and Publisher* on April 28. Mr. Bradwin is rapidly returning to health after about 12 weeks' illness.

Port Arthur *Chronicle* offers \$7,000 in prizes in a subscription voting contest. The prizes include an automobile, several pianos, and beautiful house and lot.

Brantford *Courier* offers its readers a \$3.50 edition of a book called "Mexico and United States," in exchange for six consecutive coupons and 98 cents.

The Canadian and British News, a weekly paper published at Toronto by Arthur Hawkes and circulated principally in England, has suspended publication.

Mrs. E. H. Dewar, wife of the proprietor of *Harriston Review*, died at the Royal Alexandra Hospital, Fergus, on Saturday, April 11, after a long illness.

Strathroy *Age* has purchased the old Callahan block, corner Front and Canadac streets in that town on which it is intended to erect an up-to-date newspaper office.

Norman Phelps, publisher of *North Bay Times*, has installed a Campbell press and an Intertype. The entire plant is being made modern and up-to-date in every respect.

Kingston *Standard* is encouraging baseball in that town by putting up for competition a handsome baseball trophy for the city championship of the senior league.

Windsor *Record* celebrated its 24th birthday on March 28. John A. McKay has been sole proprietor for the past eight years, and is considered a very capable publisher.

Daniel Freeman Britton, a life-long resident of Gananoque, died there on March 24, at the age of 77. Mr. Britton founded the *Gananoque Recorder* some forty years ago.

P. C. Shultz is the editor and proprietor of a new weekly at Cochrane called the *Free Press*. It is being printed for the present by the *Temiskaming Herald* of New Liskeard. It is Liberal in politics.

Port William *Times-Journal* printed from stereotyped plates for the first time on April 13, their new Hoe 32-page press being in running order on that date. The public will later be invited to a formal "opening."

The Porcupine *Herald* is a new *Temiskaming* newspaper published at South Porcupine and devoted to the interests of mining and affairs of the entire Porcupine camp. It is independent in politics, and is edited by G. Fairfax.

The Dominion Anglican Young People's Association will shortly commence issuing a paper in their interests at Toronto, to be called the *Impetus*. Clarence Bell is chairman of the committee in charge and editor-in-chief.

Jarvis *Record* offers its paper for one year, the *Canadian Countryman*, for one year and six Clydesdale photos for \$1.50. Those who are already subscribers may have the *Canadian Countryman* and photos for 60 cents.

Toronto Press Club had a narrow escape from being minus their comfortable club rooms at 158 Bay St. on April 3. Quick work on the part of the fire brigade, however, confined the threatening blaze to other portions of the building.

Prescott *Messenger* is conducting a voting contest. The winner of the first grand prize has his choice of a 1914 model automobile, a player piano, a trip to Europe for two people, or \$500 in gold. Other prizes are diamond rings and Waltham watches.

Nine young ladies will enjoy a 2,000-mile tour, embracing a trip to Muskoka, Georgian Bay and up the lakes as the guests of St. Mary's *Journal*. The fortunate ones will be those who receive the largest number of votes in a subscription contest.

Mitchell *Advocate* celebrated its 54th birthday recently. W. R. Davis, who founded the paper, is still at the helm, though he has passed the allotted span of life by nearly four years. His many friends wish for him continued good health and happiness.

H. B. Sidey has purchased the interest of his brother, J. R. Sidey, in the *Welland Tribune*, and is now sole proprietor. Some idea of the enormous growth of the paper may be gleaned from the fact that in 1865 it was valued at \$58.50, and is now valued at \$100,000.

The plant of the defunct *North Bay News*, which was conducted by J. J. Pratt for about seven months, was sold by auction on April 13th for \$900. H. A. Heavener, of the Winnipeg Hotel, North Bay, was the buyer. It is rumored that the plant will be moved to Sturgeon Falls.

Waterford *Star*, P. Geo. Pearce, proprietor, has issued a very attractive booklet describing the advantages of Waterford from the advertisers' standpoint and telling how they may be appropriated by using the *Waterford Star*, the sworn circulation of which is now more than 2,200.

Toronto Evening Telegram, after thirty-eight years of experience with classified ads. at one cent a word, has raised the rate to 1½ cents in the majority of its classified departments. In doing so it points out that its circulation has increased from 1,790 copies in 1876 to 80,000 copies in 1914.

C. F. Stone, publisher of *Perth Expositor*, has given up newspaper work to accept an appointment in the Inland Revenue service of the Dominion Government. Mr. Stone's connection with the paper dates back to 1887. Harold C. Stone will assume proprietorship in succession to his father.

Judgment has been handed down in favor of S. Stephenson, the publisher of the *Chatham Planet*, in the suit brought against him by the widows of the two men who lost their lives in the *Planet* fire a year ago. They sued for \$10,000 each, but the action was dismissed. Notice of appeal has been given.

Harry Colville has sold *Wallaceburg Herald-Record* to Carl Weir. Mr. Colville has been in ill health for some time. He went from Wallaceburg to Chatham about nine years ago and while there his newspaper and job printing business were well patronized. He was given a presentation by the members of the staff on the occasion of his departure.

The *Tribune Printing Co.* has just issued Welland's first Italian newspaper. It is called "*Il Progresso di Welland*," and is a four-page, six-column newspaper issued monthly. The editor is Giovanni Danovaro, who has been appointed Royal Italian Consul for the counties of Welland, Lincoln and Wentworth, Haldimand, Norfolk, Brant, Oxford, Elgin, Middlesex, Lambton, Kent and Essex.

The annual dinner of the Legislative Press Gallery was held in the Speaker's apartments in the Parliament Buildings on the evening of April 3, covers being laid for 32. It was an occasion when the newspaper men "turned tables" on the members of the House. An excellent menu was served, and an extended programme occupied the newspapermen and their guests until the early hours of the morning.

Carl J. Kane, of the editorial staff of *Kingston Standard*, severed his connection with that paper to accept a responsible position with the Northern Navigation Co. at Collingwood. Mr. Kane had been with the *Standard* for about two years, and was looked upon as a valued member of the staff. Prior to his departure he was presented by his fellow journalists with a handsome signet ring as a slight token of their esteem and good wishes for him. The presentation was made by Robert Henderson, managing editor.

Toronto Globe gave a banquet to its carrier boys and presented 12 of them with folding cameras for attaining 100 per cent. efficiency during a period of three months, not a single complaint having been registered against them during that time. Six second prize winners received fountain pens, and 3 third prize winners were given fielder's gloves. J. F. McKay, business manager, presided at the banquet and words of congratulation and encouragement were given the boys by him and also by Senator Jaffray, Dr. J. A. Macdonald and others.

Wm. Miller, city editor of *Brockville Times*, has severed his connection with the paper to accept a position on the staff of the Brockville Customs office. Mr. Miller had been connected with the *Times* continuously since its birth, in 1882, and was one of the boys who delivered copies of the first issue. After learning the mechanical end of the business, Mr. Miller graduated to the reporter's desk, and has been a valued member of the staff for many years. Prior to his departure his co-workers on the *Times* presented him with a set of handsome silver dishes, accompanied by an appropriate address signed by every member of the staff.

An item appeared in the last issue of *Printer and Publisher* to the effect that the *Menace*, an anti-Roman Catholic paper published in Aurora, Missouri, is publishing a Canadian edition at Aurora, Ontario. This is somewhat incorrect, inasmuch as the "British edition" of the *Menace*, as it is called, has no connection with the American *Menace*, being owned and published by the Canadian *Menace Publishing Co., Limited*, of which Noble Scott, the well-known Toronto printer, is president. J. F. Coss, who edited the first few numbers of the *Menace*, no longer occupies that position. He is succeeded by H. M. Watson, for many years connected with Toronto newspapers. The publishers of the *Menace* say that the circulation is now well over 5,000, and is increasing rapidly. Interim mailing privileges at second-class rates have been granted.

Kingston *Standard* was damaged by fire on April 14 to the extent of about \$20,000. Several members of the editorial and mechanical staffs had very narrow escapes from being suffocated by smoke, but fortunately escaped in time by means of the fire escapes, which were installed about a month ago. The fire was confined to the front of the building, and the typesetting machines at the rear were not damaged. Through this fortunate circumstance, and with the co-operation of the *British Whig*, not a single issue of the paper was missed. The *Standard* newspaper press was badly damaged, and the paper will be printed from the press of the *Whig* until repairs can be made. W. R. Givens, the proprietor, is holidaying in Florida. Many friends of the paper sent expressions of sympathy by wire and letter.

The annual dinner at the Parliamentary Press Gallery, at Ottawa, was held Saturday night, April 25, in the Commons Restaurant, with an attendance of about 150. The guests included the Right Hon. R. L. Borden, Right Hon. Sir Wilfrid Laurier, Hon. G. E. Foster, Hon. C. J. Doherty, Hon. J. D. Hazen, Hon. Frank Oliver, Hon. W. T. White, Col. the Hon. Sam Hughes, Hon. Arthur Meighen, Hon. Charles Murphy, Ogden Reid of The New York *Tribune*, son of the late Ambassador to Great Britain, many members of Parliament and newspaper men from many parts of the Dominion. A feature of the gathering was a Parliamentary guide, containing biographies of many members of Parliament, written in a humorous vein. Closure rules were enforced early in the evening, and the speeches were short, snappy, and of an unusually high order. The dinner closed at midnight, Vancouver time.

MANITOBA.

W. W. Couzens, editor of the Cypress River *Western Prairie*, died.

A. E. Corbett has commenced publication of a newspaper at Nesbitt.

J. W. Sutherland has accepted the position of editor and manager of the Crandall *Enterprise*.

Roland News, Inglis & Michie, proprietors, is now comfortably settled in its new home, situated next the telephone exchange building.

Winnipeg *Telegram* and *Free Press* have advanced their rates to city subscribers from \$3 per year to 10 cents per week and are now disposing of their entire circulation to carrier boys on the same plan as that followed by the Regina papers, announcement of which was made in *Printer and Publisher* some months ago. This will have the effect of securing an increased revenue for the newspapers and also for the boys who act as their agents. A letter to *Printer and Publisher* from the Regina *Leader* under date of April 2nd says that that paper has found the plan to work out very satisfactorily in that city. It is to be hoped that the two Winnipeg newspapers mentioned meet with equal success.

SASKATCHEWAN.

Greenell *Sun* offers \$300 in prizes in a voting contest.

The Young *Journal* celebrated its second anniversary.

Geo. A. Graham has purchased the newspaper and printing business at Buchanan.

The capital stock of the Saskatchewan Publishing Co., Limited, Regina, publishers of the *Daily Province*, has been increased from \$100,000 to \$200,000.

E. Garrett, Watrous *Signal*, who has been spending the past four months with his son at Cranbrook, B.C., is expected home in the course of a couple of weeks.

Saskatoon *Daily Phoenix* celebrated its eighth anniversary as a daily on Saturday evening, April 18, when the sixty members of the staff attended an enjoyable banquet at the Barrie Hotel.

Langenburg *Journal* and Bredenbury *World* are co-operating in offering a Ford roadster in a voting competition. The clubbing proposition with the *Canadian Countryman* is also included in the offer.

A few weeks ago Craik *News* advertised for a journeyman printer. In all there were forty applications for the position, six of which were by wire. Men appear to be very plentiful for all positions.

C. H. C. Jackson, who has been occupying the position of editor and manager of Hanley *Herald* for the past eighteen months, has resigned his position. He will leave for Chicago early next month with his wife, where he intends entering college to study for the ministry.

J. W. Tyson, who has been acting manager of the Saskatoon Industrial League for the past year and a half and who was, for two and a half years prior to that, on the editorial staff of Saskatoon *Daily Phoenix*, latterly as news editor, has accepted an editorial position with the MacLean Publishing Co., Limited, Toronto, and has returned to the east. Mr. Tyson was on the staff of the Guelph *Mercury* for five years before going to Saskatoon.

ALBERTA.

Holden *Herald* has recently commenced its fifth year.

Edmonton *Journal* has inaugurated motor delivery.

G. H. C. Ruffee has taken over the Bassano *Mail* and will edit it in future.

Mr. Stone, formerly with Medicine Hat *Times*, has taken the editorship of Redcliff *Review*.

Yule Bros., formerly of Chicago, have purchased from H. S. French, the plant and business of Athabasca *Northern News*.

A weekly newspaper, called the *News Record*, has been started at Clive. The publishers are C. A. Roulston & Co.

J. H. Tomlinson, who was business manager of Calgary *Herald* for many years, but who resigned some time ago on account of failing health, died at Victoria, B.C., on April 16, at the age of 76 years. Mr. and Mrs. Tomlinson celebrated their golden wedding last year, and made a trip to Calgary on that occasion.

C. N. Brisbane and Geo. E. McVittie, editor and business manager of Holden *Herald*, respectively, were participants in a double wedding at Holden early in March. Mr. Brisbane was married to Miss Mary E. Kennedy, formerly of Edmonton, and Mr. McVittie to Miss Mabel O. Stobber, formerly of Otterville, Ontario.

H. Duncan, until recently proprietor of Claresholm *Review*, has bought the plant of the Gramm *Advertiser* and removed it to Claresholm, where he intends to shortly issue four weekly papers called the Claresholm *Advertiser*, Gramm *Advertiser*, Paisley *Advertiser*, and Payly *Advertiser*. This he intends to make the nucleus of the *Advertiser* family. C. S. Shortreed, formerly of Barrie, Ont., has taken over the Claresholm *Review*, and will continue to publish it as usual.

BRITISH COLUMBIA.

Kelowna *Courier* has installed a linotype.

Vancouver *Sun* issued a 72-page anniversary number in honor of its second birthday.

Salmon Arm *Observer* is conducting a count-the-dot contest, running it in conjunction with a local jeweler.

Hugh Savage has assumed the managing editorship of Cowichan *Leader*, in succession to Lukin Johnston, who recently resigned.

A movement is on foot to organize a press club for Vancouver Island, and it is said that it is likely to receive strong support from newspapermen generally.

The announcement is made that Chas. L. Harris, an enthusiastic motorist of Victoria, will shortly commence publication of a monthly called *The Island Motorist*.

A. J. Levy, for some months night editor of New Westminster *Daily News*, has left for Prince Rupert, where he will be employed upon one of the northern city's papers.

W. C. Martin has purchased the Hedley *Gazette*, taking over the paper on the retirement of Major Megraw, who was recently appointed inspector of Indian Reserves in the Okanagan District.

J. B. Daniels the well known editor of the South Fort George *Herald* spent a few days in town this week. Mr. Daniels sold his interests in the *Herald* some time ago and is about to found another paper at Prince George, the first issue of which will appear about July 1.—Ashcroft *Journal*.



Getting Subscriptions Paid in Advance

PORT ARTHUR *Daily News* makes an attractive offer to its readers in an effort to induce them to pay their subscriptions five years in advance. The regular price of the *News* delivered in Port Arthur or Fort William is \$5 per year. The offer stipulates that the subscribers shall pay the full regular amount, being \$25 for five years and will then be entitled to receive five coupons for \$2 each made out to any five merchants in either Port Arthur or Fort William. The goods purchased in this way are charged to the account of the *News*. The newspaper points out in its announcement that this proposition gives those taking advantage of it 40 per cent. on their money, whereas the banks pay only 3 per cent.

It would be interesting to know to what extent the working out of the proposition affects the advertising in the *Daily News*. It would seem probable that considerable business would be diverted to the columns of the *News* because of the credits given subscribers at the various stores and charged to the paper.

Annual Meeting of Okanagan Press Guild

THE FOURTH annual meeting of the Okanagan Press Guild was held at Vernon, B.C., on the 26th, 27th and 28th of March. The attendance was not 100 per cent., as on the occasion of the last annual meeting, but only three of the ten offices in the Guild were not represented.

TRADE PRICE LIST REVISED.

The revision of the Trade Price List was the principal work of the meeting and occupied the better part of the session. The spirit of the session was strongly in favor of a closer knitting together of the craft, particularly in small district organizations, where the interests of the members are the same with similar conditions prevailing. The meeting together of the members of these district organizations and talking over business conditions is found to rapidly dispel all misunderstandings and cement the friendship of the members. A slight adjustment of prices was found necessary, but on the whole the rates were not advanced.

COURTESIES TO BE EXTENDED BY C. P. R.

Fred E. Trautman, representing the vice-president's office of the C. P. R. was in attendance at the session to go into the matter of transportation of delegates to the annual convention of the Alberta and Eastern British Columbia Press Association, to be held at Vernon the latter part of August or early in September. Mr. Trautman stated that his company was prepared to furnish transportation to the convention of all members applying, with the wife or the daughter of the member applying. Also, the C. P. R. would provide the S. S. Okanagan for a trip of the delegates down Okanagan Lake, allowing stop-offs at Kelowna, Summerland and Penticton. Mr. Trautman desired to be advised of the definite date of the convention as soon as it is set, so suitable arrangements could be made. He thought it quite probable that coaches would be provided at Calgary and the trip be made without change into the Okanagan.

SOME COMMENDABLE RESOLUTIONS.

A resolution was adopted by the Guild expressing regret at losing Major A. Megraw as a member, Major Megraw having severed his connection with the *Hedley Gazette* as editor and proprietor, to take up the work of inspector of Indian reserves.

Another resolution was passed expressing the appreciation of the Guild to the officials of the C.P.R., and particularly of the work of F. E. Trautman, for the generosity and kindness extended to the press of the Alberta and B. C. Press Association in connection with the Edmonton convention, and also for what it is proposed to do in connection with the Vernon convention this year.

Another resolution reads: "This Guild has followed closely the excellent work done on behalf of the press of Canada by the Canadian Press Association, and particularly the energetic and painstaking work of John M. Imrie, secretary, and we take much satisfaction in pointing to this work and wishing him the full success of efforts to bring about the close organization of the press and printing trade of Canada in district associations or guilds, affiliated with the C.P.A.

"In this connection, we wish also to express our appreciation of the work being performed by *Printer and Publisher* in bringing to every printer and publisher in the Dominion better conditions and to all concerned a higher standard of efficiency and development."

L. J. Ball and H. M. Walker were re-elected president and secretary, respectively.

Small City Dailies Adjust Agency Commissions

REPRESENTATIVES of fifteen dailies published in the smaller cities of Ontario met in Toronto on April 14 at the call of the Advertising Committee of Canadian Press Association to discuss the question of rates of commission to Canadian and United States advertising agencies, respectively.

The question has been a vexed one for some time and was brought to a head by a meeting of advertising agencies of the city of Chicago about ten weeks ago, at which meeting it was decided to make the demand upon Canadian newspapers that the rate be standardized for agencies in both countries. This had already been done by most of the metropolitan dailies and a number of the small city dailies, which have for some time charged the same rate to agencies in both countries, the rate being 15 per cent. with a discount for cash of 2 to 5 per cent. The Chicago meeting denounced the former practice of many of the dailies in the smaller cities of granting 25 per cent. discount to Canadian agencies and only 15 to those in United States. They claimed that this enabled the Canadian agencies to split commissions with the advertisers and thus secure the Canadian business of United States firms. The meeting demanded that the rate be made the same in both countries.

In view of the greater advantage to the newspapers of Canada of the work of Canadian agencies the meeting of small city daily publishers held in Toronto decided to continue the rate of 20 per cent. discount with 5 per cent. additional discount for payment on or before the 25th of the month following insertion to Canadian agencies on all business originating in Canada, and at the same time, met the objections of the American advertising agencies by making a uniform rate of 15 per cent. discount to agencies in both countries on the Canadian business of all United States concerns.



Advertising a General Printing Business

IF OPERATING a general commercial printing establishment the printer in his advertising can dwell on many things about his business. In my opinion he should tell everything about his business, his equipment, his location, his service, his goods and his success. Never his prices.

The item of service might be divided into a number of lines, such as delivery service, "ad." writing service, artistic service, quality service, creative service. The services most desired are Delivery Service; to have a thing when you want it, and Quality Service; that piece of printed matter best suited to the buyer's needs and when used will bring results to the user.



A Clever Newspaper Heading



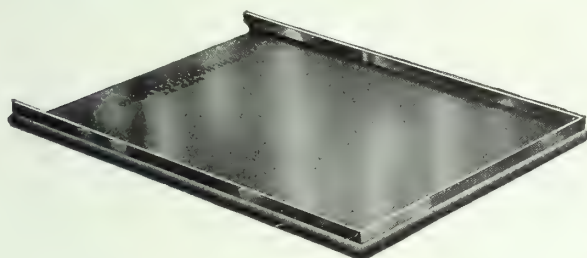
The above is a reproduction of a novel department head in use by Vancouver *Saturday Sunset*, the original being three columns in width. Practically every paper of prominence in Canada and some published in Western States cities are represented in the odd patchwork heading.

TRADE NOTES

NEW STORAGE GALLEYS.

The galley storage of standing matter is a new departure in printing office practice but a very popular one. To meet this new condition, the Hamilton Mfg. Co. of Two Rivers, Wis., have designed a number of different galley storage cabinets, and now announce a galley of moderate price and so good that one printer exclaimed when shown it—"The last word in galleys."

The Hamilton cold pressed steel galley is a new departure in galley construction. It is smashed from a single piece of metal



with jointless corners, extra stiff because the surplus metal is crowded into the corners, thus making an automatic reinforcement. As most printers know, the corners of most galleys are the weakest part.

This new galley, illustration of which is shown herewith, is made from a uniform thickness of metal in all sizes. The manufacturers state that in determining the weight of metal to be used, they ascertained what thickness would be required for the largest galley and then maintained this straight through the line down to the very smallest one they make. These galleys are made from special analysis steel on presses weighing 65,000 pounds each. They are made in all standard sizes—job, news and mailing, and are supplied in pressed steel, galvanized iron, or will be furnished with a special zinc plating which is extra smooth and extra nice. A sample galley will be sent by the manufacturers free upon request.

EMBOSSING ATTACHMENT FOR GOLDING JOBBERS.

One of the interesting exhibits at the recent New York Printers' Exposition was that of the Golding Hot Embosser, attachable not only to Golding Jobbers but to any ordinary job press. This little device is constructed on the theory that more heat and less impression is the correct method for best results in embossing effects and the samples it is turning out certainly seem to substantiate this theory. A few features of the Golding Hot Embosser that will appeal strongly to Canadian printers lie in the fact that the cost of operating is only about three cents per hour. It can fit on any press and locks up in the chase the same as any type form and the initial cost is most reasonable. The Golding Hot Embosser comes in two sizes 9x15 in. and 11½x17 in. It is understood the Golding Mfg. Co., Franklin, Mass., manufacturers of the Golding Hot Embosser, will be pleased to furnish any printer interested with descriptive circular and samples of the work of this embosser.

The Art of Lithography. By Henry J. Rhodes. 344 pages. 120 illustrations. Scott, Greenway & Son, 8 Broadway, Ludgate, London, E.C. Cloth, 10s. 6d.

A complete, practical manual of planographic printing. The author is instructor in lithography at the Royal Technical College, Glasgow, and his book deals with the art in a very comprehensive and thoroughly up to date manner. Every lithographic operation is described in the fullest detail and useful, practical hints will be found on almost every page. A copious index and glossary make it invaluable as a work of reference.

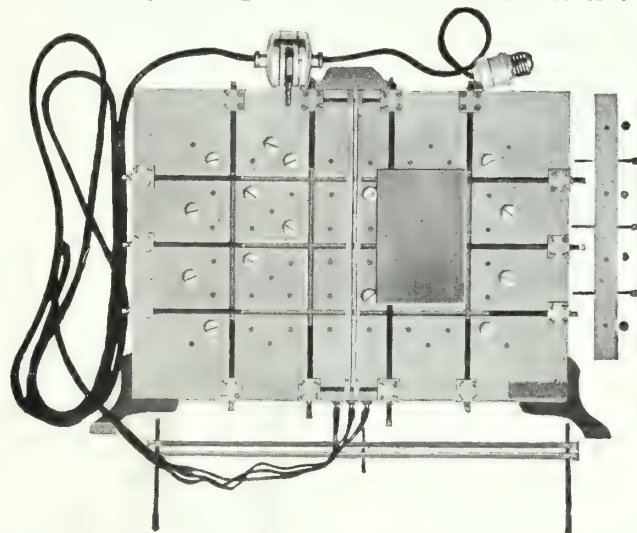
A DISTINCT ADVANTAGE TO THE PRINTER.

The fact that the Ideal Coated Paper Co., Brookfield, Mass., have increased the size of their reams of "Ideal" Guaranteed Non-curling Gummed Paper from 480 to 500 sheets to the ream is a distinct advantage to the printer. It has become so much the custom to figure paper on the 500-sheet basis that to shift the mind back and forth from 480 to 500 is almost as much trouble as changing a make-ready from line-plate to half-tone. The "Ideal" 500-sheet reams mean quicker work, less possibility of error in your estimates, costs and counts. Of course, this increase in no way affects the former price of this guaranteed non-curling paper. An announcement of the change appears in another section of this issue.

THE VANBOSSER.

The Vanbosser is an electrically heated mounting block for embossing and ironing dies that should find a ready reception in every printing office whether large or small. This device is the result of years of observation and experimental work on the part of the inventor, H. E. Van Doren. Mr. Van Doren was formerly superintendent of several large plants in the United States and while working in this capacity was constantly confronted with the problem of getting a really good job of embossing or ironing. He conceived the idea that what was needed was not more impression but more heat, and after spending considerable time experimenting at his own expense, proved that his theory was correct and designed the device here described and illustrated—the electrically heated mounting block for the dies.

As will be seen by the illustration, this mounting block locks in the chase of any platen press the same as a type form and the only connection is to screw the plug on an extension cord into any incandescent lamp socket. In fifteen minutes the block produces nearly 500 degrees Fahrenheit on the surface of the



die and will work the same on any current of 110 volts, whether it be direct or alternating.

The die is mounted square-edge, not beveled, just as it comes from the die sinker—at any angle, in about five minutes so that it cannot move; but the block is so arranged that by means of a sharp pointed screw which comes through a flange and travels in a keyway, engaging the die about 1-16 of an inch from the bottom, the pressman can move the die on the block without taking the form off the press.

We believe Miller and Richard, the sole Canadian agents, for the Vanbosser will be pleased to let any printer interested in this device have descriptive information and samples of the work it is turning out on ordinary job presses.

"MONOTYPE" COMES OUT WITH CANADIAN EDITION.

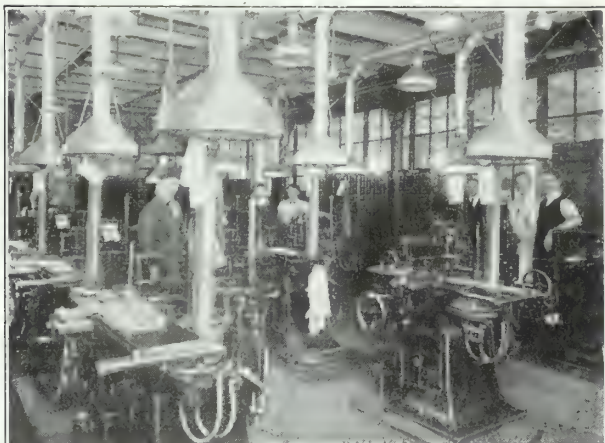
Canadian printers, no doubt, appreciated to a considerable degree the issuance of an all-Canadian edition of that progressive little monthly, *Monotype*. The issue is dated April, and deals exclusively with Canadian offices using the Monotype. The leading article is most interesting, describing as it does another all-Monotype daily newspaper, *La Soliel*, Quebec. Mr. Henri Gagnon, the manager, says he is entirely satisfied with the results. He is now setting ads and heads, the same as news matter, on six of his seven monotypes. Mr. Gagnon says many subscribers and advertisers are complimenting him on the typographical appearance of his paper.



HENRI GAGNON

Other interesting features are an article by Chas. E. Peabody, editor of *P-e-p-s*, on "Building a Business With the Monotype," descriptions of the plants of *Herald Press*, Montreal; *Rous & Mann*, Toronto; *Sydney Daily Post*, and other well-known Canadian printing offices. We believe the Lanston Monotype Machine Co., Lumsden Building, Toronto, would be pleased to send a copy of this interesting edition on request.

Other interesting features are an article by Chas. E. Peabody, editor of *P-e-p-s*, on "Building a Business With the Monotype," descriptions of the plants of *Herald Press*, Montreal; *Rous & Mann*, Toronto; *Sydney Daily Post*, and other well-known Canadian printing offices. We believe the Lanston Monotype Machine Co., Lumsden Building, Toronto, would be pleased to send a copy of this interesting edition on request.



A partial view of the caster room of the "Printing Bureau" at Ottawa, showing in the background the excellent arrangement made for the storage of sorts and spacing material.



Pointed Words

When competitors are progressing, to stand still is to go back.

Printers are the least regarded and the worst rewarded of all business men.

Printers' money doesn't cost them anything—they only have to work for it!

Operating your plant without a cost system is doing business with your eyes closed.

The printing business needs a few more insurgents against profit-destroying competition.

Beautiful forms and compositions are not made by chance nor can they ever, in any material, be made at the same expense.

A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause for the rapid decay and entire destruction of arts and manufacture.

All works of quality bear a price in proportion to the skill, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those things which everybody calls cheap.

Record of Advertising in Daily Papers

IN CONNECTION with the accompanying record of advertising in daily newspapers there is one point upon which special emphasis should be laid, and that is the necessity for furnishing absolutely accurate figures. There is nothing to be gained by deception and *Printer and Publisher* would not care to believe that any Canadian newspaper would furnish false figures knowingly, yet some discrepancies occasionally crop up and must be due to either incorrect method or carelessness in measurements. If this record is to be of real service to the daily newspapers it must first of all be accurate. The co-operation of a larger number of newspapers would also be appreciated.

Advertising managers are requested to call our attention promptly to any inaccuracies in the following record. In some instances figures printed are taken from the records of contemporaries.

Two errors occurred in the record of February advertising which was printed in the April issue—*Montreal Mail* should have been credited with a total of 154,025 lines instead of 141,000. *Winnipeg Telegram's* record should have read: 413,350 display; 94,080 classified; total 507,430.

RECORD FOR MARCH, 1914.

	Display	Classified	Total
St. John <i>Standard</i>			253,064
St. John <i>Telegraph</i>	252,675	20,850	273,525
St. John <i>Times-Star</i>	263,270	43,610	307,020
Montreal <i>Star</i>	779,620	261,075	1,040,695
Montreal <i>Gazette</i>			490,392
Montreal <i>Mail</i>			183,915
Ottawa <i>Journal</i>			514,416
Ottawa <i>Citizen</i>			499,131
Ottawa <i>Free Press</i>			406,056
Toronto <i>Telegram</i>	517,160	387,940	905,100
Toronto <i>Star</i>	561,960	106,260	668,220
Toronto <i>News</i>	340,480	27,300	367,780
Toronto <i>Globe</i>	390,150	97,500	487,650
Toronto <i>Mail</i>	343,140	74,480	417,620
Toronto <i>World</i>	261,800	25,240	287,040
London <i>Free Press</i>			326,060
Winnipeg <i>Free Press</i> ...	535,490	325,986	861,476
Winnipeg <i>Tribune</i>	330,718	37,967*	
Calgary <i>Herald</i>	417,608	167,712	585,320
Vancouver <i>World</i>			667,954

*Count lines.



The Graphic Arts and Crafts Year Book. Volume VI. Edited by Walter L. Tobey. Hamilton, Ohio: The Republican Pub. Co. Over 1,000 pages. Bound in half leather, \$5. Carriage paid.

For the buyer of printing and engraving, no less than to the employer or workman in any of the divisions of the Graphic Arts. Volume VI. of the *Graphic Arts and Crafts Year Book*, just issued, will be welcome as an aid to knowing who's who in printerdom.

The current volume exceeds even the preceding issues of this compendium of printorial achievement, both in mere bulk and notable completeness. Containing over a thousand pages, it presents characteristic exhibits of every sort of good engraving work, representing some fifty-five American and three Canadian concerns, all distinguished in various special branches of the process plate-maker's art.

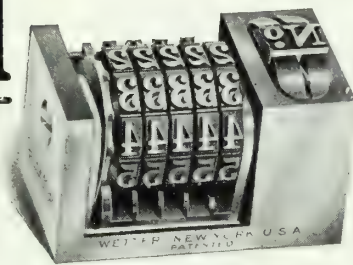
Twenty-four different paper-makers are represented by nearly two-score specimens of work done on their principal lines; while the effect of the inks produced by twenty-two of the foremost American ink-makers is shown on many kinds of paper, printed from a wide variety of plates.

As a buyers' guide alone the book is worth the five dollars it costs. For the master-craftsman and the learner alike it should prove a helpful and informing addition to a working library.

THE Pica Model

The only machine made with a Cipher that will always print plainly. "No" Slide is removable—so that a letter or other character can be used to precede the number without taking the Machine out of the form. No Printer can afford to be without these machines. You can do your numbering at a lower cost, and are not subject to delay in sending your work out to be numbered.

SOLD BY **ALL DEALERS**



Size 5 1/4 x 9 Picas.

Wetter Numbering Machine

for use on Printing Presses to Number and Print at One Impression. They are of the Wetter high standard fully guaranteed. The few dollars you invest will return to you many times during the year. Adopt the Wetter way and get the orders that the other printer is capturing.

Nº 12356

FACSIMILE IMPRESSION

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, N.Y., U.S.A.

\$5

Pica Model 1—5-wheel \$5
Pica Model 2—6-wheel \$6

MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of **Electrotypes from Halftones.**

The National Electrotpe and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

Punch—Point—Personality

Can you use a business-getter? One who can take charge of your circulation and make it grow faster. Competent systematizer and accountant. This I have to offer a Progressive Publisher printing a paper with a definite end in view. Excellent record. Bigger opportunity desired. Address Circulation Manager, Box 342, Printer & Publisher.

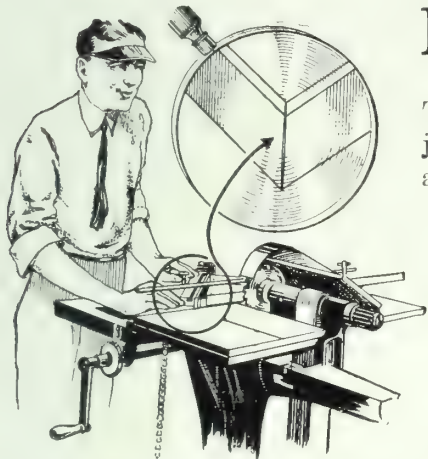
Miller Curved Cut Miters

The Miller curved cut insures a perfect joint top and bottom by giving .0005" clearance at centre.

12 6-pt. Miters at Every Cut

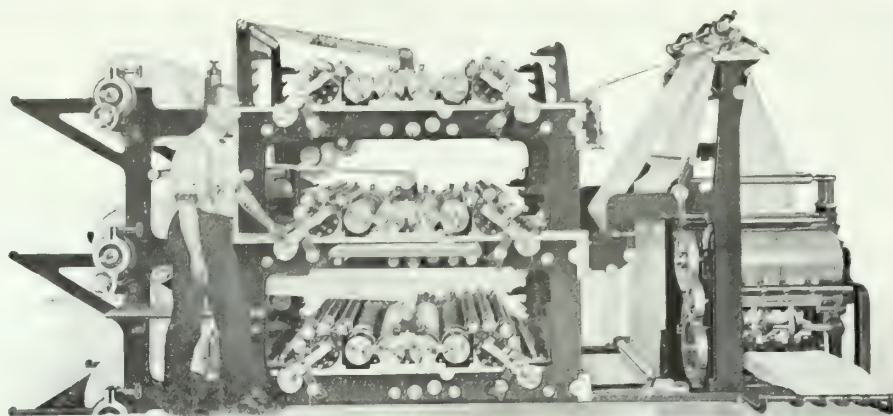
Ask your dealer for a Miller Saw-Trimmed on 30 days' approval.

MILLER SAW-TRIMMER COMPANY, POINT BUILDING, PITTSBURGH, PA.



THE MODEL NEWSPAPER

THE real model journal, like the model man, is clean in both dress and speech, handsome within and without, as veracious in attire as in word, as idealistic in getting business for itself and other people as it is discussing policies of government or prescribing duties of public officials. It will use art in ad writing as readily as in poem illustrating. It will think of "style" in typography as well as in literary reviews or fashion notes. It will censor the ugly "cut" as quickly as the salacious "story." Readers with standards of taste will be introduced to advertisers of probity in ways that offend not. Whereupon two results will always follow: a "quality" business and a "quantity" income.



Duplex Tubular Single-Plate 12-Page Press

The Duplex Tubular Single-Plate Press

a new feature in printing press construction which doubles the productive capacity of the machine—not theoretically alone, but in actual, everyday practice.

Just think of having either 4, 8, 12, 16, 20 or 24 pages delivered in one unit and using only one plate per page. And more than that—operating your press at the same labor cost as flat-bed machines. This is virtually what is accomplished with the Duplex Tubular Single-Plate Press.

Before its introduction there was no thoroughly satisfactory machine for printing daily newspapers with circulation or with number of pages too large for flat-bed presses, but too small to justify the great initial cost and expense of operation of a metropolitan outfit. The only presses available for this large class of daily papers were handicapped by the expensive necessity of duplication plates, and when printing more than 8 pages of reducing speed one-half because of the necessity of collecting the sheets.

Furthermore these presses in order to print more than 8 pages must cut the web before it enters the folder, and thereafter carrying the separate sheets by tapes, thus introducing the serious liability inseparable from a tape-carrying device of irregularity of movement and clogging of folders, with consequent loss of time and paper and frequent breaking of the machine. Another most serious objection to all these presses was the fact that none of them were capable of printing fourteen or eighteen-page papers.

In the Duplex Tubular Single-Plate Press all these disabilities and objections are removed. It

prints any even number of pages up to the full capacity of the press from single plates and at full speed.

The invention which characterizes this machine is the use of cylindrical or tubular plates instead of the semi-cylindrical plate used on all other stereo-type presses.

While the reason for the great product of this press may not at first be apparent, the explanation is, nevertheless, quite simple. In all the styles of rotary presses heretofore in use stereo-type plates employed are semi-cylindrical, two plates being necessary to encompass the cylinder. From this it follows that when the machine is in operation each plate upon the revolving cylinder is printed one-half of the time and is passing through the air, without printing, the other half of the time. With the tubular plate—single plate encompassing the cylinder—this waste of one-half of the time is avoided, each plate is printing all the time.

If you have outgrown the capacity of your flat-bed press, write us about the Duplex Tubular Single-Plate Press. No other machine of equal capacity takes up so little floor space, uses as little power, gives so great a product. Would it not be well worth your while to write us **to-day** regarding this exclusive feature in printing press construction?

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

Best Machine

American Model 31—6 Wheels, \$7.00

Steel Throughout

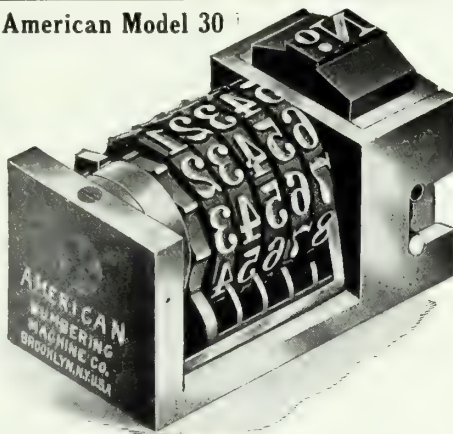
Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England

American Model 30



Lowest Price

Thousands in use
Try one and be convinced
American Model 30

5 Wheels **\$6.00**
Fully Guaranteed

In stock and for sale by
Dealers Everywhere

REMOVAL NOTICE

THE TORONTO

Electrotype & Stereotype Co. Limited

HAVE REMOVED TO

111 ADELAIDE STREET WEST

(SOUTH SIDE—BETWEEN SHEPPARD AND YORK STS.)

WHERE you are cordially invited to visit one of the most Up-to-date Electrotype and Stereotype Plants in the Dominion.

TRAYTON BLABER, MANAGER

PHONE ADELAIDE 1638

When Ordering Your Bookbinding Leather

do not forget that the quality, not the appearance, is the most important thing to be considered. Many leathers contain acids, and crack or rot after a while, so that the book is spoiled.

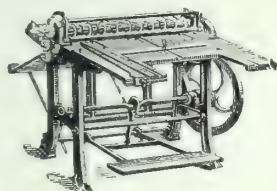
ROSER'S PIGSKIN LEATHER

does not deteriorate. It retains its wearing qualities and its attractive appearance indefinitely, and is a source of constant satisfaction to the owner of the book.

HERMANN ROSER & SON

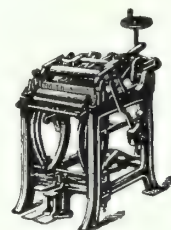
ESTABLISHED 1854

GLASTONBURY, CONN.



When in Toronto

make your visit doubly valuable and informing by seeing our line of thoroughly dependable and efficient machinery for Printers, Bookbinders, Lithographers and Paper Box Makers. You can see the newest lines to best advantage in our spacious and well-lighted show rooms.



COMPLETE BINDERY OUTFITS

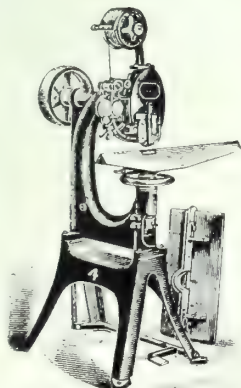
is our specialty.

Here you will find everything conceivable to make your bindery profitable—everything from spools of bindery wire to the speediest and most powerful auto-clamp cutters. It makes no difference whether you are in the market for machinery or not, come and see this extensive display. The visit will be highly profitable to you, not only now, but later on.

The latch string is always out. Drop in and see us.

The J. L. MORRISON CO.

445-447 KING STREET WEST, TORONTO





EXCLUSIVE

The No. 1 Monitor Wire Stitcher is Exclusive among all other wire stitchers in that it is the only stitcher that will successfully stitch from two sheets to $\frac{7}{8}$ inch, and use No. 30 wire. We will be glad to put this machine on trial against any other stitcher in the world. Are you willing to give it a trial?

THE No. 1 MONITOR

uses Wire No. 25 to No. 30 Round and No. 20 to No. 25 Flat. Can be used for flat or saddle stitch. No change of parts for different thicknesses of work. Write for full particulars.

We also furnish complete bindery outfits and would be pleased to furnish estimates.

H. J. LOGAN

114 Adelaide St. W.

Toronto, Ont.

Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

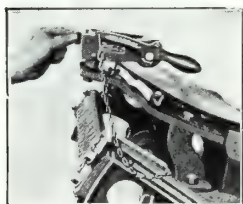
Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your overcoat pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the United States, Possessions, Panama Canal and every other country in the World. An invaluable aid for the library

of well-read men and women. Thirty years of experience in map engraving—in thorough devotion to the developments of this line—show in our work. \$1.50 in cloth, and \$2.00 in leather, carriage paid to any point in the World.

Bible Atlas by Townsend MacCoun, A.M., with 120 pages of maps, \$1.00; Bible Atlas with maps and 120 pages of text matter, \$1.50; carriage paid. DISCOUNTS TO BOOK TRADE. Agents wanted.

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS

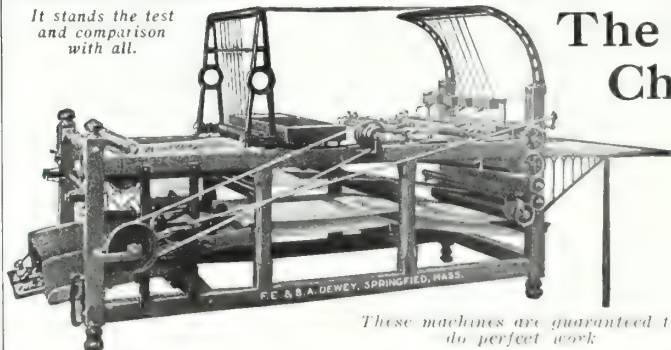
to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge, and Gordon Presses.

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. P. Gordon Presses

It stands the test and comparison with all.



The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

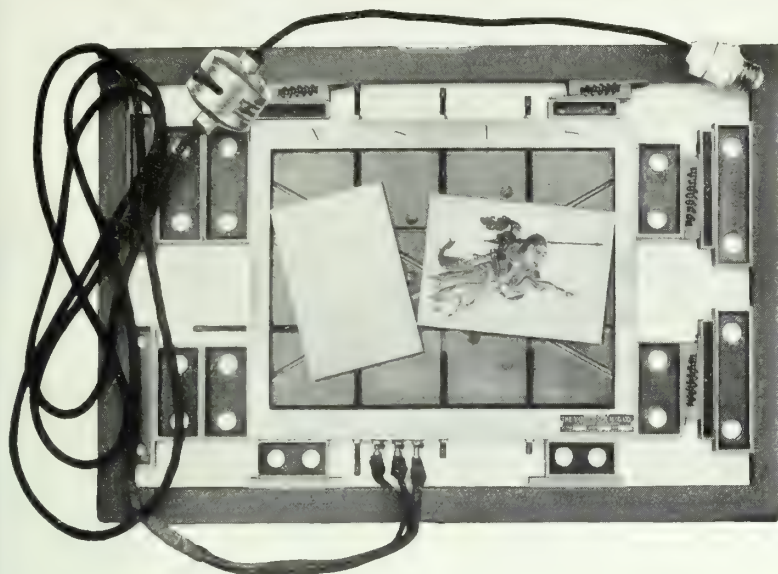
First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass., Agents: H. J. LOGAN, Toronto and Vicinity; G. L. O. M. STEWART, Montreal and Vicinity

Dewey Machines will be on display at Toledo Exposition, Sept. 1 to 6.



You can easily turn out the most exquisite embossing on an ordinary platen press, with

The VANBOSSER

an electrically heated mounting block for embossing dies

Once you consider the prevailing high prices, in fact almost prohibitive prices, demanded for special machinery for hot stamping, you will realize the great stride that has been made in the art by offering facilities with which any ordinary platen press will do the very finest hot embossing. In many of the largest plants on this continent, where the Vanbosser is now in use, it has been proven beyond any question of doubt that more heat and less impression is the correct theory of embossing. With no more impression than would be used on type form of the same size the Vanbosser successfully handles a very large die, 9" x 12", with extreme depth, also extremely fine detail. The terrific heat produced by the Vanbosser directly underneath the die remelts the fibre, rounding it over as beautiful as ivory. Off any lamp circuit of 110 volts the Vanbosser will produce on the surface of the die, in fifteen minutes, from a cold start, nearly 500° Fahrenheit. This is about 100° under the point where it would scorch the paper, but at the same time is

sufficient to handle any stock, no matter how thick or how short the fibre, without cracking the surface. Most beautiful effects in ironing can be secured by using the Vanbosser, taking rough finished paper and putting a finish on it equal to the finest calendering, and upon which 150-line screen half-tone can be printed.

The Vanbosser works the same on any platen press. It is not an experiment, but is now in use in many of the largest plants on this continent, and is rigidly guaranteed for one year. No pains and no expense have been spared in building these blocks, and they will survive many years' burning.

The Vanbosser is built in three sizes, and also built to work on a current of 220 volts, producing the same degree of heat as the 110 volt. The 110 volt machine pulls 7 amperes; the 220 volt pulls 4 amperes. On basis of six cents per kilowatt the Vanbosser costs a little over three cents per hundred to operate.

Which will it be? An investment of \$200 or an investment of \$2,000? Will you continue to figure your cost from hot stamping at from \$3 to \$7 per thousand impressions, or will you let us make it possible for you to figure this cost at \$1 per thousand?

Why not send to-day for more complete description of this wonderful embossing device and also beautiful samples of work produced on an ordinary platen press?

MILLER & RICHARD, Toronto and Winnipeg

John Wanamaker says that advertising doesn't jerk—it PULLS. He ought to know, and yet some men think that advertising should go against all rules and precedents and jerk them to success with one tremendous yank.



Duncan Bond

10c. lb. Case lots 9½c.

Absolutely the best value for the money. Equal in quality to many Higher-Priced papers. Send for samples. 100 Reams each size, and weight always in stock.

**The Fred W. Halls
Paper Co., Limited**

TORONTO

"Goods Sold to the Trade Only"

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

FOR SALE—TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. The Royal Print & Litho, Ltd., Halifax, N.S.

LINOTYPE — CANADIAN MODEL 1 J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

LINOTYPE, MODEL 8, WITH THREE fonts of matrices. In use only one year. Lancaster Intelligencer, Lancaster, Pa.

FOR SALE—CYLINDER PRESS—CRANTON Drum, 6 Col. Quarto; thoroughly overhauled. Snap for quick sale. Box 341, Printer and Publisher.

LINOTYPES—2 MODEL 9, IN FIRST-class condition; very little used. Stephen Greene Company, 16th and Arch Sts., Philadelphia, Pa.

EQUIPMENT FOR SALE — QUANTITY of chases, outside measurement 18 $\frac{1}{2}$ in. x 25 in., suitable for country office or mailing lists. Also a few California job cases, dead tops for holding type, and electric motors, in good condition. Further particulars on request to Purchasing Agent, MacLean Publishing Co., 143 University Ave., Toronto.

FOR QUICK SALE — TWO-REVOLUTION Campbell press, 7 col.; also suitable for book and job work. This press is in good condition and working every day. Must be sold quickly; we need the room for new press. Price \$300 cash f.o.b. Aylmer. The Express Publishing House, Aylmer, Ont.

FOR SALE—FIVE-COL. QUARTO WASHINGTON press—iron roller frame, large quantity of metal type, good condition. Apply Times, North Bay, Ont.

FOR QUICK SALE — TWO-REVOLUTION Campbell press, 7 col.; also suitable for book and job work. This press is in good condition, and working every day. Must be sold quickly; we need the room for new press. Price \$300 cash, f.o.b. Aylmer. The Express Publishing House, Aylmer, Ontario.

SUBSCRIPTION MANAGER

SUBSCRIPTION MANAGER WANTED, HAVING had experience in handling weekly periodicals of general and national circulation. Address, with full particulars, to Frederick E. Dougall, "Witness" Office, Montreal.

OLD TYPE WANTED

CASH PAID FOR OLD TYPE. CANADIAN Type Foundry, Buffalo, N.Y.

BUSINESS CHANCES

JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

FOR SALE — AN OLD-ESTABLISHED weekly newspaper in Edmonton; also good job patronage. Up-to-date equipment; No. 8 Linotype, new; also new Whitlock cylinder. For further particulars write to H. Huil, c/o The Edmonton Printing Co., 110 Rice Street, Edmonton.

TENDERS WILL BE RECEIVED UP TO April 6th for the good-will, plant and established business of The Dundas Banner, Limited, first-class job printing plant, weekly newspaper, cylinder and two platens, monoline, folder, stitcher, cutter, large quantity new modern type, etc.; a money-maker for the right man. May be inspected on application to the undersigned. J. W. Lawrason, Dundas

getting full benefit

Every line of type in *Printer & Publisher* is printed for a distinct purpose—SERVICE.

Every feature is of some special interest to someone.

In no feature of this magazine is the idea of service more notable than in the advertising. The constant study of shrewd advertisers is how to be of most service to you.

The more the advertising may be made to pay YOU—the better will it pay the advertiser.

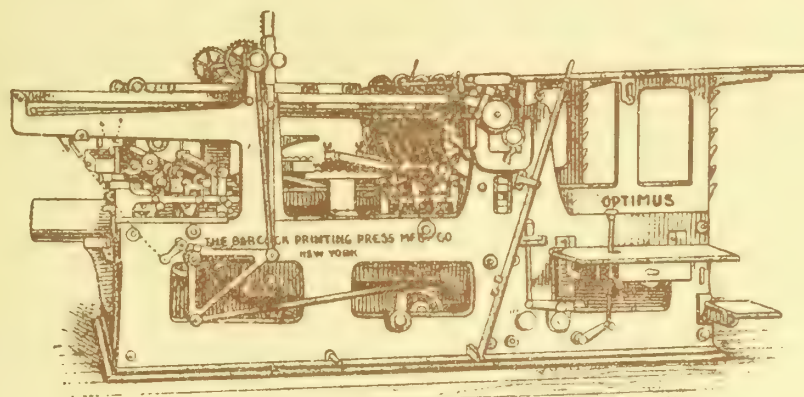
You are not getting the fullest benefits from this magazine unless you are a constant reader of its advertising.

There is no feature more helpful—more important—more interesting.

Why not secure to-day the educative and personal benefits of keeping in intimate touch with the advertising columns of *Printer & Publisher*?

Look them over NOW—while you think of it.

THE BABCOCK "OPTIMUS"



A few years ago Speed was a desirable thing in a printing press. To-day it is absolutely indispensable. All other qualities that make efficiency must be embodied, but all together, they cannot compensate for a lack of *Speed*.

THE BABCOCK "OPTIMUS"

is the **fastest** and at the same time the smoothest-running two-revolution built. This result is largely due to the perfection of its bed-driving mechanism. No other device for the purpose has ever approached it in driving a press bed accurately and stopping and starting it smoothly. It is as simple as it is efficient and neither wears out, makes trouble nor demands repairs. These facts are of vital interest to every printer, for the driving of the press bed is as important to the life of the machine as the beating of the heart to the body. Since we told you this truth the last time, many printers have "seen the light." Are you one of them? If so, then you know that there is not a failure or a disappointment in

THE BABCOCK "OPTIMUS"

There are numberless reasons why which we are glad to talk about. Write us.

Our Best Advertisements Are Not Printed,—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

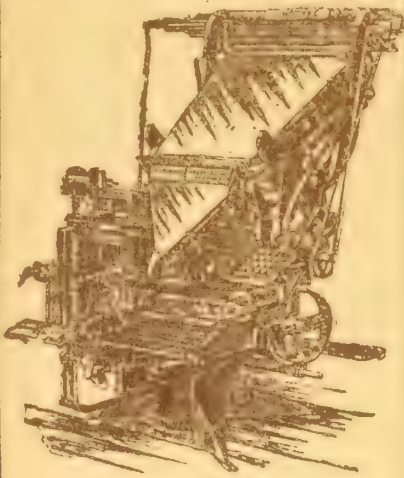
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

199 LINOTYPES

were built in and shipped from
our Brooklyn factory during
the MONTH OF MARCH.

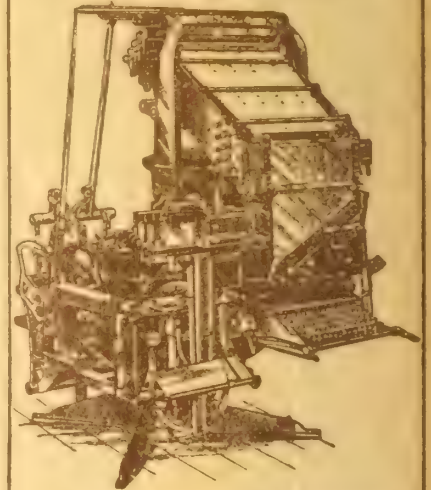
Quick Change Model 8



Three-Magazine Linotype

This is the
largest number of
Linotypes
built and shipped
during any *one*
month of
the factory's
history.

Quick Change Model 9



Four-Magazine Linotype

NOTHING SUCCEEDS LIKE THE REAL THING

THE MULTIPLE LINOTYPE WAY IS
THE MODERN WAY

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET :: :: TORONTO, CANADA

Q.P.

PRINTER &
PUBLISHER
for JUNE, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO • MONTREAL • WINNIPEG

SILENT

SPEED

The “Short Run” Bugaboo

Why not save time on short runs as well as on long ones?

IF a fast press were speedy only in running and required an extra amount of time in making ready, we could see why it might be objected to for short runs.

To be sure, the idea of buying a fast, automatic press solely for very short runs is not to be commended.

But every printer has many long runs and if a fast, automatic press will make him big profits on those runs and will also turn out his short runs quicker than his platens AND DO BETTER WORK, then the purchase of such a press becomes a necessity.

The new Model B Autopress (12 x 17 sheet) does a quality of work superior to the so-called “Art Platens” and is quicker to make ready because:

The impression is the most rigid ever built into any printing press—four tracks on a 12 x 17 cylinder press. Think of it.

No yield. Every tissue patch or overlay does business.

Rigid impression is the first essential to quick and permanent make ready.

Tympan is easily and quickly put on.

Inking is positive, form rollers being driven by metal vibrators, the same as on large cylinder presses.

Distribution more complete and more perfectly controlled than any other cylinder or platen ever built.

Our new crossways distribution and Unit Ink Supply Control do away with all fussing with fountain set screws and enable pressman to adjust ink correctly, easily and quickly.

For long runs the automatic feed, of course; but for short runs, merely swing back the automatic feed and lay on the hand feed board—a minute does it.

It is easy to feed by hand at 4,000 an hour and easier and quicker to set the guides than to put gauge pins or glue quads on a platen.

The new Model B is simply a Battery of Art Presses all in one, beating the best of the platens at every point, quality of work, quickness of make ready and speed in running, whether feeding automatically or by hand.

Model B stands for Bank Deposits, large and frequent.

Write at once for full particulars

THE AUTO-PRESS COMPANY

95 Madison Avenue

NEW YORK CITY

Four Displays You May Have Missed

IF you failed to attend the Graphic Arts Exposition in New York last month, or if you attended without calling at the BUCKEYE COVER booth, you missed four of the most important displays in the Paper Trade Section:

1. **THE NEW BUCKEYE COVER SAMPLE BOOK.** An innovation in sample book construction that must be seen to be appreciated. The smallest, and at the same time the most comprehensive sample book we have ever issued. Contains samples of all colors, weights and finishes in which BUCKEYE COVERS are made, and it is arranged so that every item can be located instantly.
2. **THE BUCKEYE PROOFS.** These are reproductions of the covers of a variety of catalogues, booklets and other advertising pieces in the manufacture of which BUCKEYE COVERS were used, and are representative of the kind of results that any good printer can produce, with easy certainty and at minimum expense, by the proper treatment of the same papers.
3. **THE BUCKEYE DUMMY COVERS.** Designed to reduce the time and expense required for the production of attractive dummies, also to suggest appropriate color combinations for the various shades of BUCKEYE COVERS. These dummy covers are one of the most popular features of our service to printers and advertisers.
4. **BUCKEYE COVER ENVELOPES.** "The first impression" a catalogue or booklet makes on the man to whom it is sent, is determined by the character of the envelope in which it is enclosed. BUCKEYE COVER ENVELOPES should always be used for mailing Buckeye-Covered Catalogues and Booklets. The nearest of the dealers listed below can now fill your orders for BUCKEYE COVER ENVELOPES promptly, in any size, style, color, weight or finish that may be required. See samples in our "envelope" portfolio.

All four of these displays will be sent free by prepaid express to any printer or advertiser who has not already received them. A line on your business letterhead is all that is necessary.

THE BECKETT PAPER COMPANY

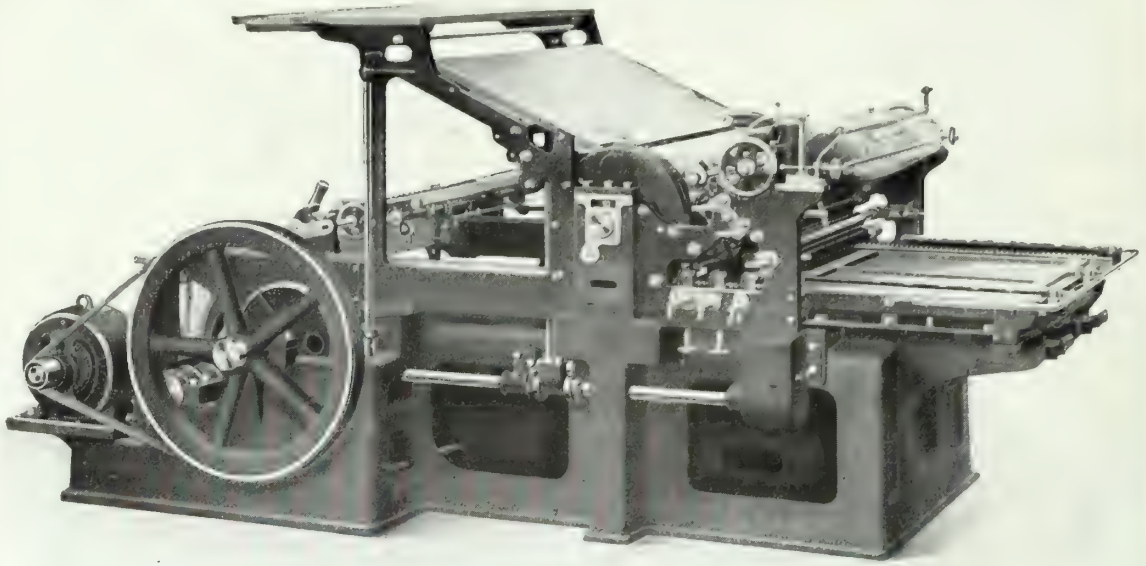
MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

ORDER OF NEAREST DEALER:

Howard Smith Paper Co., Limited
MONTREAL

John Martin Paper Co., Limited
WINNIPEG, CALGARY and EDMONTON

The Wilson-Munroe Co., Limited
TORONTO



VICTORIA

STOP-CYLINDER MACHINE

Is a machine which combines the speed attained by a two-revolution press with the accuracy of register of the stop-cylinder.

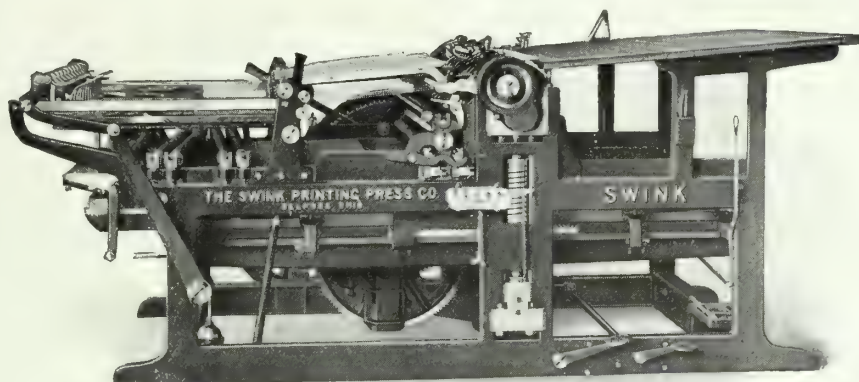
The VICTORIA has a very strong base, consisting of two castings bolted together. Perfect pyramid inking gear. Two to six tracks with positive-drive bowl carriers. New improved gripper system with lay on the cylinder.

For fast book work, halftone and color work. Full particulars and catalogue from

STEPHENSON, BLAKE & CO.

60 FRONT STREET WEST, TORONTO

VICTORIA PRESS MFG. CO., LTD., CLIFTON BLDG., LONDON, E. C.



Cylinder Construction

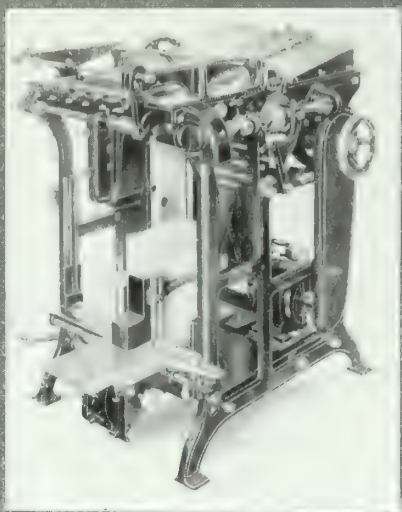
THE SWINK Cylinder is cast on a heavy steel shaft, and it is ground and polished on its own journals, producing absolute accuracy. The cylinder is small in diameter, which presents a number of most important and exclusive advantages. It permits a very narrow line of contact on the type form, relieving the impression strain and producing a clearer and sharper impression. It reduces the height of the press, lessens vibration and adds to its convenience of operation. It reduces the time required to make ready and assists distribution. The bearings are $5\frac{1}{4}$ inches wide, distributing the wearing surface over a much larger area than on other presses.

It is provided with shoo fly and stripper fingers, hooks, tympan, clamp and two reel rods—the three latter being operated from the feeder's side saves many unnecessary steps. The gripper tumbler mechanism automatically rights itself if accidentally left in the wrong position, and it is practically noiseless. The grippers take the sheet at a time when the cylinder is travelling at a slower speed than the bed of the press. This affords an easy gripper motion, makes feeding easier and helps the accuracy of the register.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto



THE AMERICAN FOLDER

It makes 12 styles of parallel and right angle folds in *one* operation.

Automatically packs requiring only *one* person.

Handles any paper from onion skin to coated book sizes 18 x 24 down to 2½ x 5.

At speeds up to 7,000 per hour and with the greatest accuracy and least waste.

Universal without removable parts makes setting quick and simple.

Floor space 3' x 4' including operator.

A modern machine without which you make less money.

Carried in stock by
Miller & Richard
TORONTO
and
WINNIPEG

FOR BOOKLET, PLEASE
ADDRESS

THE AMERICAN FOLDER MACHINE CO.
1000 W. 12TH ST., CHICAGO, ILL.

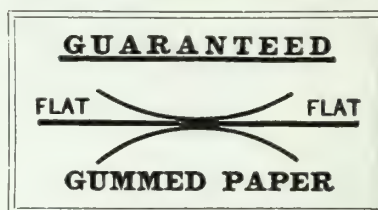
THE AMERICAN FOLDER MACHINE CO.

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

The
Registered
Label
Means
Just What
It States



Appears
Only on
"IDEAL"
Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.

BROOKFIELD, MASS.

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. **THE PRINTING ART** covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

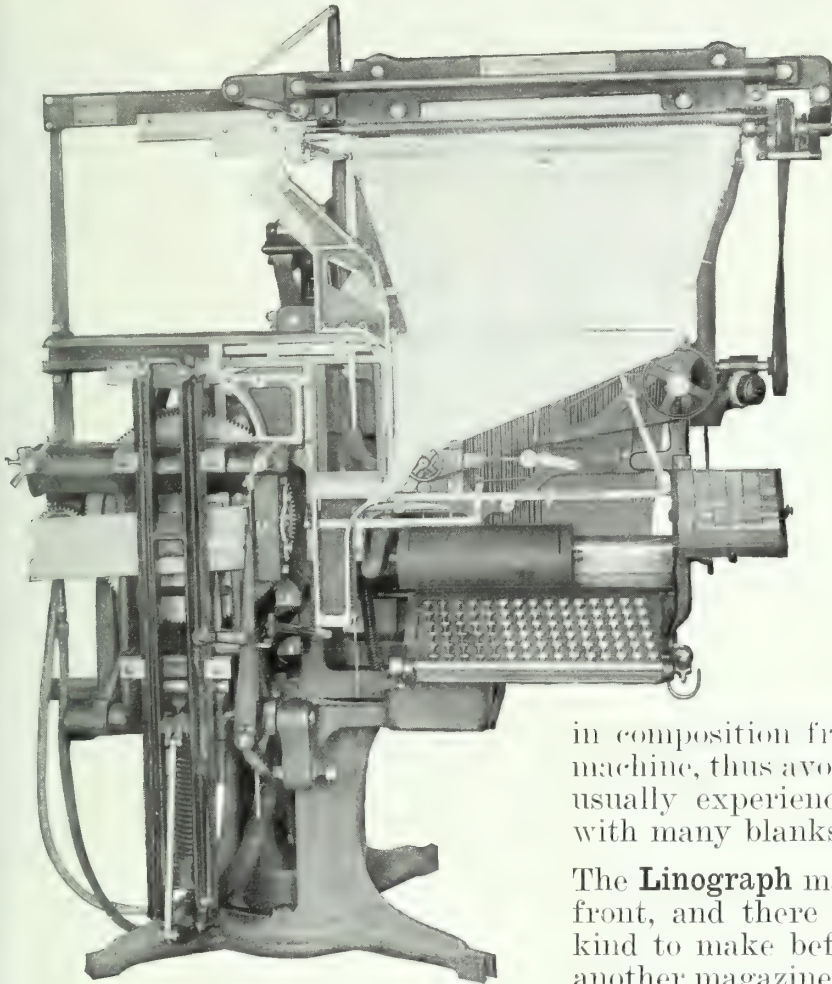
THE PRINTING ART

CAMBRIDGE, MASS.

The LINOGRAPH

PRICE \$1800.00

Simple, efficient and easy to operate



The **Linograph** is a line-casting machine, and is equipped with two-letter matrices and a universal mold. The range is from five to fourteen point, and lines up to thirty ems long may be composed.

The **Linograph** alignment of bold face or italics will always be found as good as the Roman faces, because the alignment is secured from the upper matrix ears where very little wear occurs to damage the alignment surfaces.

The **Linograph** produces a quad line .025 of one inch lower than is found

in composition from any other line-casting machine, thus avoiding much of the annoyance usually experienced in printing composition with many blanks or run-over lines.

The **Linograph** magazine is removed from the front, and there are no adjustments of any kind to make before it can be taken off and another magazine put on. The whole operation

can be performed in about ten seconds by an inexperienced person.

The **Linograph** distributor is placed directly in front of the operator, and should a stop occur, it can be corrected with so little loss of time that it is scarcely noticeable. The saving effected in this way is considerable.

The **Linograph** is guaranteed to produce as much and as good composition as any standard line-casting machine on the market.

The **Linograph** is guaranteed to be of good mechanical construction, and any parts found defective, will be replaced free of charge, at any and all times.

The **Linograph** does not in any way infringe on any other line-casting machine patents now in force. Should infringement suits arise, the purchaser will be protected in every way. **Price \$1,800—Sold on Easy Terms.**

Write for further information and names of users

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres.

H. D. ROOSEN, Treas.

R. E. HEWITT, Secy.

128-130 PEARS AVENUE

TORONTO, CANADA

Manufacturers of
Printing and
Litho Inks,
Dry Colors and
Varnishes

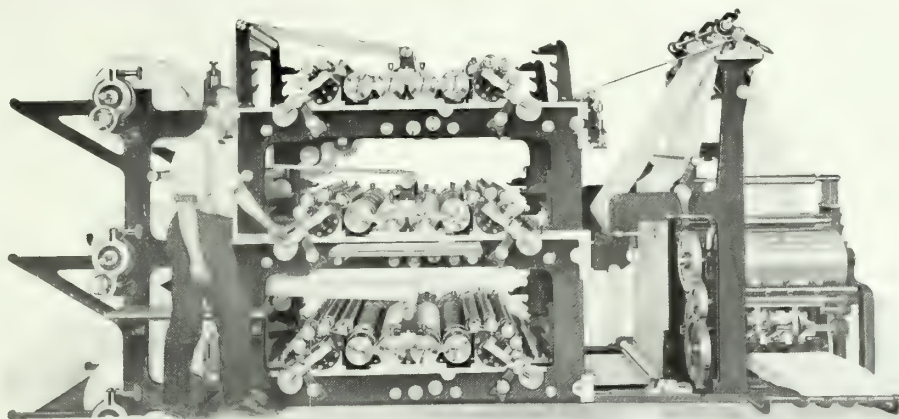
*The Only Manufacturers
of the famous*
Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY:

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.



Duplex Tubular Single-Plate 12-Page Press

The Duplex Tubular Single-Plate Press

a new feature in printing press construction which doubles the productive capacity of the machine—not theoretically alone, but in actual, everyday practice.

Just think of having either 4, 8, 12, 16, 20 or 24 pages delivered in one unit and using only one plate per page. And more than that—operating your press at the same labor cost as flat-bed machines. This is virtually what is accomplished with the Duplex Tubular Single-Plate Press.

Before its introduction there was no thoroughly satisfactory machine for printing daily newspapers with circulation or with number of pages too large for flat-bed presses, but too small to justify the great initial cost and expense of operation of a metropolitan outfit. The only presses available for this large class of daily papers were handicapped by the expensive necessity of duplication plates, and when printing more than 8 pages of reducing speed one-half because of the necessity of collecting the sheets.

Furthermore these presses in order to print more than 8 pages must cut the web before it enters the folder, and thereafter carrying the separate sheets by tapes, thus introducing the serious liability inseparable from a tape-carrying device of irregularity of movement and clogging of folders, with consequent loss of time and paper and frequent breaking of the machine. Another most serious objection to all these presses was the fact that none of them were capable of printing fourteen or eighteen-page papers.

In the Duplex Tubular Single-Plate Press all these disabilities and objections are removed. It

prints any even number of pages up to the full capacity of the press from single plates and at full speed.

The invention which characterizes this machine is the use of cylindrical or tubular plates instead of the semi-cylindrical plate used on all other stereotype presses.

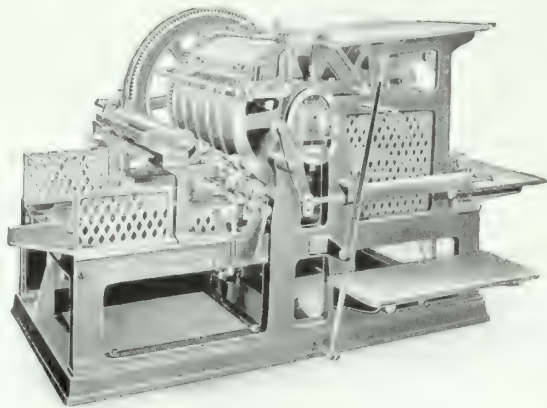
While the reason for the great product of this press may not at first be apparent, the explanation is, nevertheless, quite simple. In all the styles of rotary presses heretofore in use stereotype plates employed are semi-cylindrical, two plates being necessary to encompass the cylinder. From this it follows that when the machine is in operation each plate upon the revolving cylinder is printed one-half of the time and is passing through the air, without printing, the other half of the time. With the tubular plate—single plate encompassing the cylinder—this waste of one-half of the time is avoided, each plate is printing all the time.

If you have outgrown the capacity of your flat-bed press, write us about the Duplex Tubular Single-Plate Press. No other machine of equal capacity takes up so little floor space, uses as little power, gives so great a product. Would it not be well worth your while to write us **to-day** regarding this exclusive feature in printing press construction?

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

The Scott High-Speed Drum Cylinder Press



The Scott Single Cylinder Press

has been in use by some concerns for many years and the users admit it is the little money-maker. It is simple, easy to handle, requires no expert in order to operate, as any job pressman can run it.

3500 An Hour

and even faster the press runs. The only limit is the ability of feeder to put sheets down to guides in time.

Sizes and Speed

The No. 2 Press, bed $21\frac{1}{2} \times 25$ ", speed thirty-six hundred per hour; No. 3, bed $24\frac{1}{2} \times 29$ ", speed thirty-two hundred per hour; No. 4, bed $27\frac{1}{2} \times 36$ ", speed twenty-eight hundred and fifty per hour.

Before You Order

another job press first investigate the merits of this machine. It will pay you.

AND WE BUILD OTHER KINDS OF PRESSES

WALTER SCOTT & CO.

MANUFACTURERS OF

PRINTING MACHINERY

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE:
1 Madison Avenue

CHICAGO OFFICE:
Monroe Block

Utility- Accord Covers

20 x 25—120

THIS stock is heavy enough for any purpose. It takes an embossing die like wax and holds the impression like sheet steel. Exaggeration? Try it.

It is made in the seven shades that our house organ "The Ambassador" has made familiar.

For Folders and Mailing Pieces It Has No Equal

Utility-Accord is also made in 20x25—60 for covers, and in a book paper that perfectly matches for color, in 25x38—60.

The neutral tints lend themselves to exceptional color effects. There are seven shades.

Write for samples or dummies and printed suggestions.

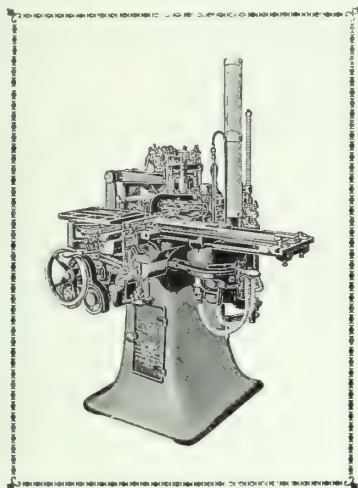
NIAGARA PAPER MILLS

LOCKPORT, N.Y.

The Monotype

is the

Ideal Composing Room Machine



THE MONOTYPE is ideal because it works more continuously on productive hours than any other composing machine or type caster.

As a composing machine the Monotype handles a greater variety of work than any other composing machine, including a great deal of work that other machines cannot do and would not attempt to do.

As a type caster the Monotype casts more type—equal in quality to the best foundry type—than any other type caster.

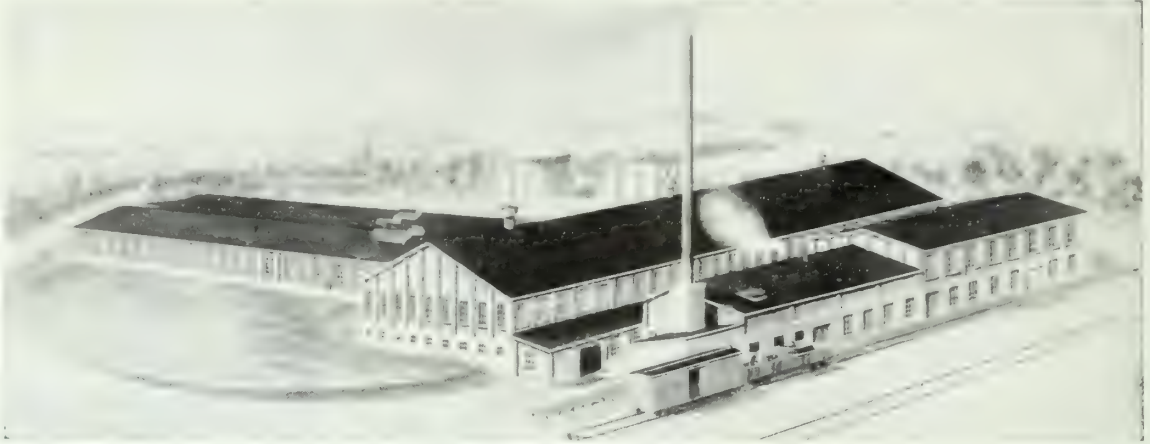
Matrices leased on the Library plan at a cost of \$1.67 per font.

No other type caster has this insurance policy—that it is convertible into a standard composing machine, without in any way restricting its use as a type caster, using the same molds, matrices, etc.

Back of the Monotype, whether used as a type caster or a composing machine, is an unequalled maintenance and matrix service that insures getting what you want when you want it, which means that your Monotype is always working on composition or casting type, and not loading down the overhead with idle time.

Lanston Monotype Machine Company
Philadelphia

New York	Boston	Chicago	Toronto
World Building	Wentworth Building	Rand-McNally Building	Lumsden Building
Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana			



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

BRANDS

"Maple Leaf" "Beaver" "C.A." Coated

Ask us for samples.

BARBER PAPER & COATING MILLS, LIMITED

Toronto Office, Bell Telephone Building

Telephone Adelaide 1986

Goes

ESTABLISHED 1879

Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises

STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1915 - CALENDAR PADS - 1915

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T.

SAMPLES AND PRICES ON REQUEST.

Goes

Goes

HAS THEM ALL THE NEW OSWEGO AUTO

Double Shear
Long Clamp Dwell
One-Piece Clamp
Two Starting Levers
Positive Safety Throw-out Stop
Vertical Stroke (to order)
Direct Crank to Knife

Adjustable Clamp Pressure
(without touching a screw)
Center Indicator
Extra Runback Gauge
No Outside Supports
Driving Pulley either side
Box Pattern Frames

Interlocking Clamp and Back
Gauge
Simple Double Knife Adjustment
Automatic Clamping Pressure
entirely released on up stroke,
saving half the power

Straight Cut Gears, no bevel or mitre or worm gears
Safety Knife Bar Counterbalanced UP

No extra floor space required for electric drive
Ball and Socket Knife Bar Connections

PROTECTED BY PATENTS ISSUED AND PENDING

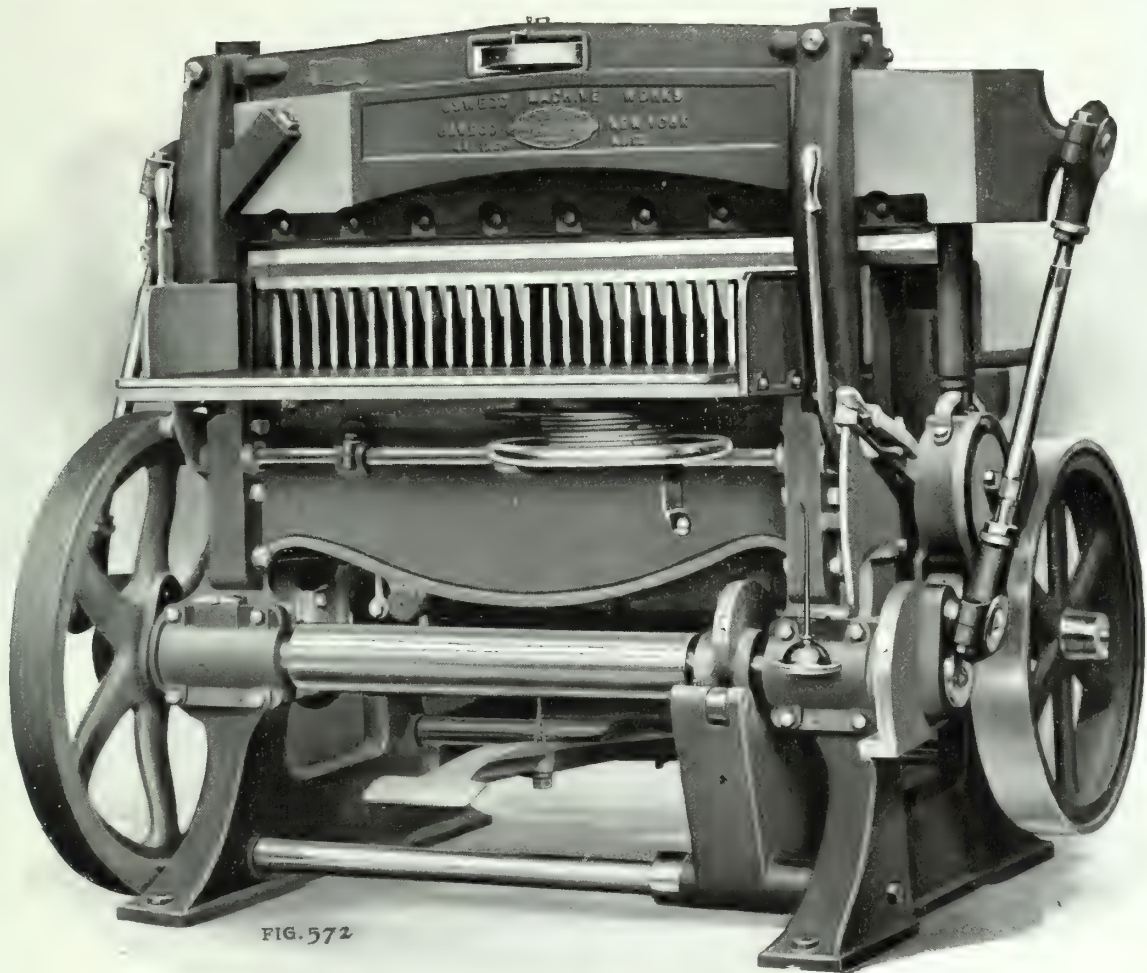


FIG. 572

SWIFT, STRONG AND SILENT

The OSWEGO AUTO RAPID-PRODUCTION Cutters have ALL THESE ADVANTAGES. All the older types of cutters have some of these advantages, but only the OSWEGO AUTO RAPID-PRODUCTION Cutters have ALL OF THEM.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

Cutting Machines Exclusively

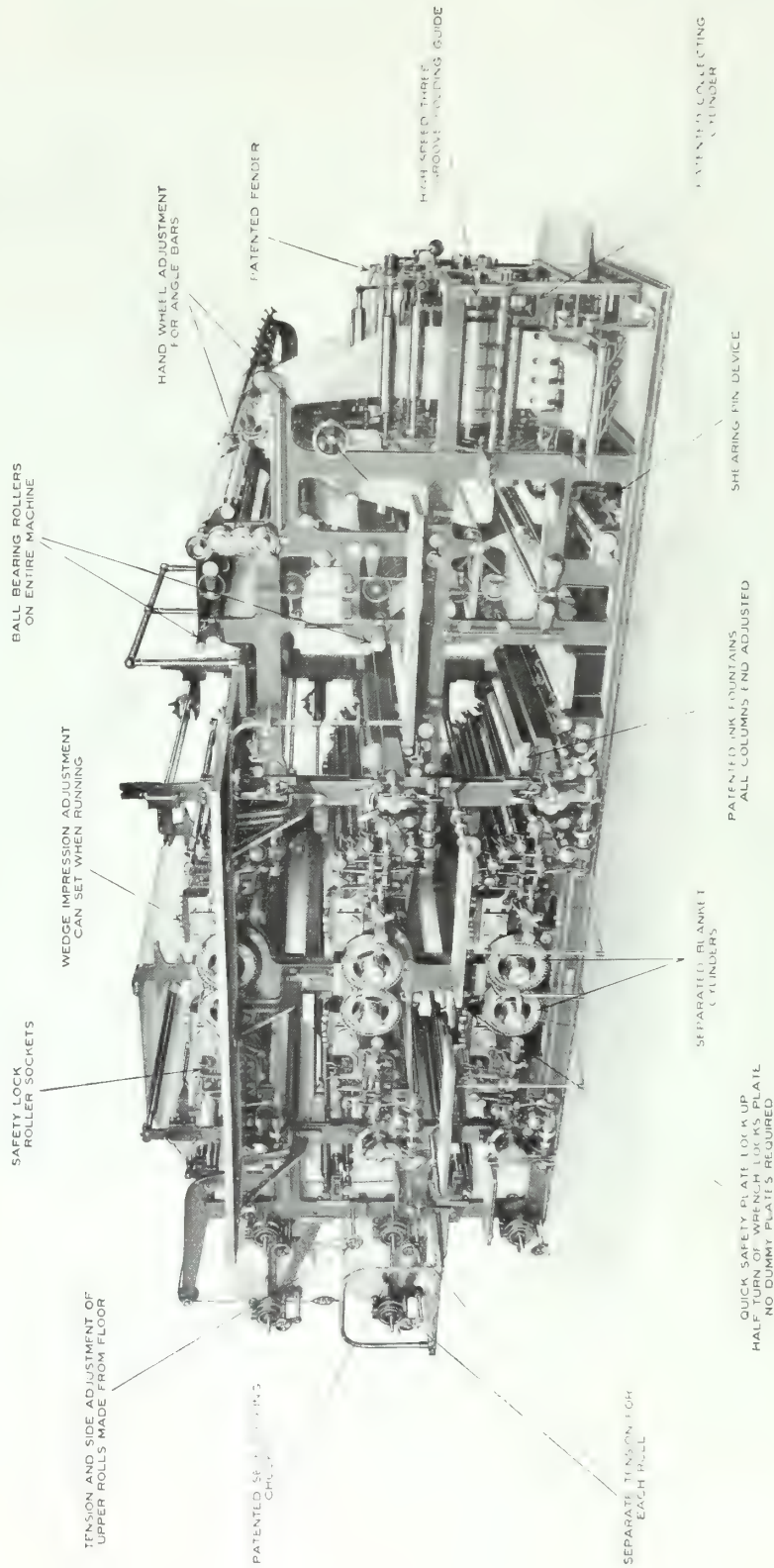
Ninety Sizes and Styles—16 Inch to 84 Inch

For Paper, Board, Cloth, Foil, Celluloid, Leather, Etc., Etc.

WRITE TO-DAY FOR THE FOLDER: "CONTRACTS FOR OSWEGOS"

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES



There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

New York Office:
Metropolitan Building,
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

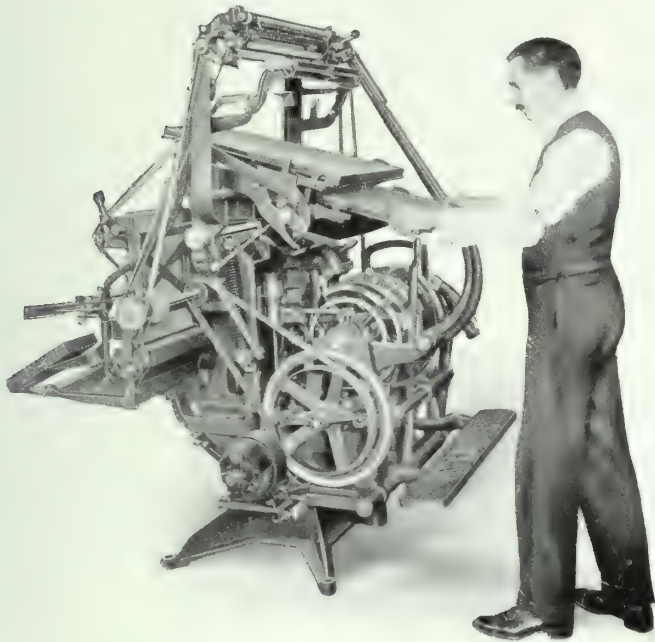
INTERTYPE

Model A

Quick Change Single Magazine Machine **\$2150**

Model B

Simplified Multiple Magazine Machine **\$2750**



THERE is now no reason why YOU should not buy an Intertype.

You know that more than 500 printers are using our machine, and that thousands are buying our matrices and parts for use on Linotypes.

You know that the Intertype has come to stay — that no one familiar with the tactics of our competitors seriously considers their threats and intimidations and insinuations.

Removing a Magazine from Intertype Model B

and that again and again the Intertype has been proven *the better machine* — simpler, faster, and superior in construction and quality of product.

Why not place your order now and join the rapidly-growing list of enthusiastic Intertype users?

“THE ACME OF HIGH QUALITY”

WRITE FOR CATALOGUES

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg

EFFICIENCY IN BUSINESS A MATTER OF HEALTH?

Do you believe in the nationalization of Medicine, so that each person has regular medical attendance?

The proposition is made by a well known medical practitioner in the June MacLean's Magazine, to nationalize Medicine in Canada. In this article he proposes to have a state system whereby every man, woman and child will have regular medical inspection at a nominal fee. The human body will be thus under the supervision of experts and all defects detected at once, and many later troubles avoided by the regulative and curative processes employed at the time.

The whole suggestion is of such importance that it will be of interest to every person in Canada, and Canadians generally will applaud the enterprise that produces so strong a magazine as MacLean's.

The illustrations are made especially for MacLean's. Each article in the issue has been the selection of a competent staff of editors. Besides this one on the physical side of life there will appear a second efficiency article by Mr. Shepard, of the Emerson School on Efficiency in Business, which is a top-notch. It means much to every business manager.

Other articles equally entertaining and thoroughly novel are treated by leading writers. The short story features, the special art features, and the Review departments are unusually good. The cover design is another of Coburn's, who has made such a hit with Canadian admirers.

Here are some of the other articles that appear in this issue:

A Week-end Visit to Rideau Hall.
Bungalows—of Many Types.
Boss Bowser.
Donald Brian—Canadian Actor.
Carson—As He Is.
Swiss Guides in the Rockies.
A Maker of Germany.

Send us a postcard and have your name placed on our subscription list.

Subscription \$2.00 a year.

Twenty cents a copy.

WRITE DEPARTMENT M.

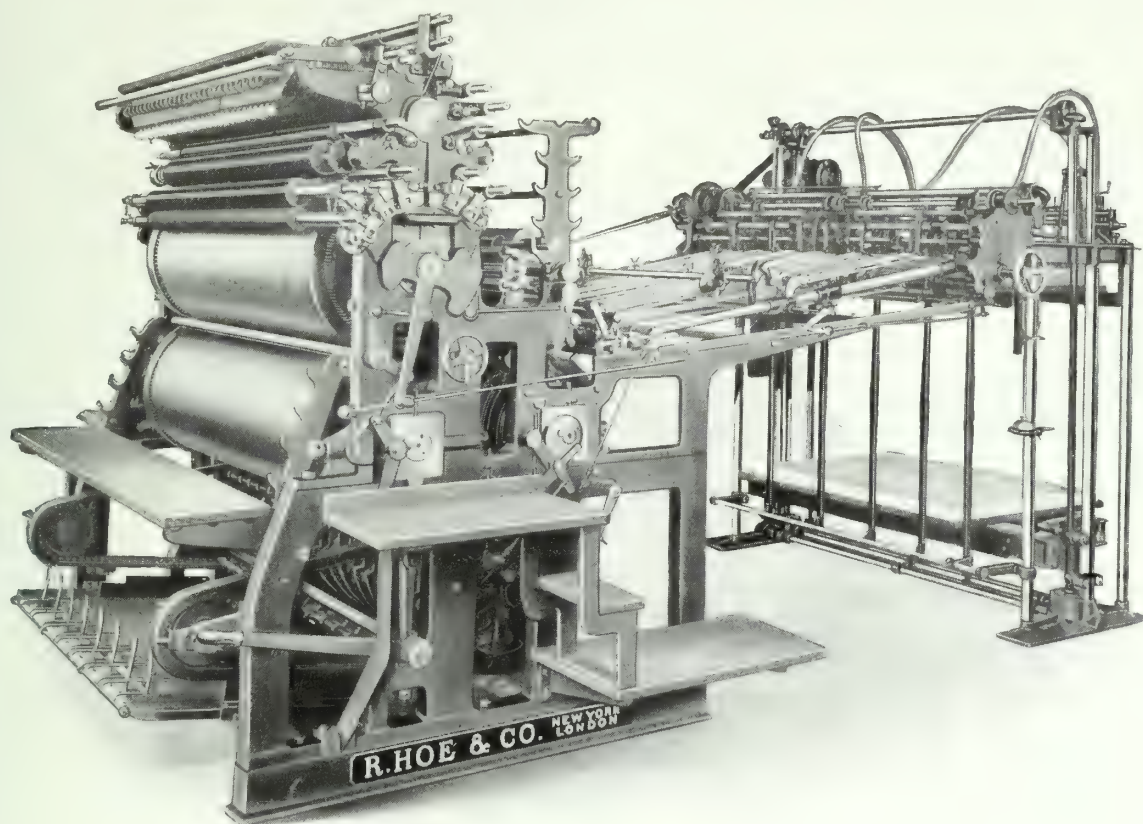
THE MACLEAN PUBLISHING CO., LIMITED

143-149 UNIVERSITY AVENUE

TORONTO, CANADA

DEPENDABLE

—that's the only word we can use for this machine—the HOE NEW MODEL ROTARY OFFSET PRESS—because it embodies all that is essential for fine work at high speed and the well-known Hoe qualities of strength and durability. It is made of the best materials and was only put on the market after the most extensive experiments—experiments which have proved conclusively to the trade that our press excels in simplicity of construction, in reliability, in accuracy of register, and in quality and quantity of output.



Hoe Machines are all made along these lines, and our

NEW MODEL ROTARY OFFSET PRESS

is no exception. If you are in the market for a machine of this character, or are considering the purchase of one—it will pay you to investigate ours. For Further Particulars Apply To

R. HOE & CO.

504-520 Grand Street, New York, N.Y.

ALSO AT:

7 Water Street
Boston, Mass

7 So. Dearborn St.
Chicago, Ill.

120 St. James Street
Montreal, Que.

109-112 Borough Road
London, S.E., Eng.

YOUR *Catalog is Ready* *For You*

We have a free catalogue here for you—it may be any one of five. It is for you to say which we shall send you. Each of them contains many pages of vital matter—each a regular mine of information for any printer who is interested in greater job plant efficiency.

COMPLETE CATALOG OF PRINTERS' MACHINERY AND TOOLS. This is for the printer who is interested in a general sense and whose requirements are varied.

CATALOG OF PEARL PRESSES. This is for the man interested in a small, fast press for small work—for the rapid production of such as envelopes, tags, statements, bill heads, note heads, inserts, folders, etc.; a very practical and desirable press also for breaking in apprentices.

CATALOG OF TOOLS AND SUPPLIES. Consisting of Tablet Presses, Proof Presses, Composing Sticks, Lead and Rule Cutters, Miterers, Shapers, Curvers, Benzine Cans, Tweezers, Press Punches, Hot Embossers, etc., etc.

CATALOG OF GOLDING JOBBERS.

This is for the printer interested in a job press with a high mechanical speed and high possible feeding speed, great impressional strength, unexcelled ink distribution—a press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

CATALOG OF GOLDING CUTTING MACHINES. This is for the printer

interested in the newest, simplest, most efficient line of Paper Cutters on the market, a wonderful assortment of sizes 8-inch up to 36-inch, and adaptable for cutting or trimming of paper, cardboard, thin metal, leather, cloth, veneer—all stocks from tissue to tin.

We are not sending these catalogs out promiscuously but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it.

Under the circumstances, we invite you to write us indicating the catalog you would like to have sent you and we will gladly serve you. Now is the best time to send your request.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

AGENTS:

Stephenson, Blake & Co., Toronto

Geo. M. Stewart, Montreal

American Type Founders Co., Vancouver

Miller & Richard, Winnipeg

The Printers' Supplies Ltd., Halifax, N.S.

—why

The Montreal Board of Trade

April 4, 1914.

Sir,

As circular letters are sometimes not perused, the Council of this Board asks that you will give special consideration to a circular to be presently issued from this office with regard to the visit to Montreal of the Dominions Royal Commission.

Yours obediently,

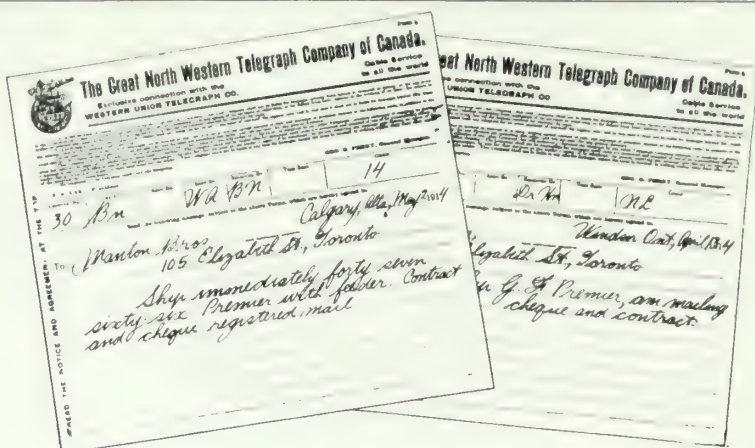
GEO. HADRILL,
Secretary.

THE card reproduced above is undeniable evidence that advertisers are beginning to realize that the circular and circular letter are too weak to stand on their own legs.

THAT the Secretary of the Montreal Board of Trade should deem it necessary to send out a post card in advance of his circular, suggesting that the members read it, is pretty good evidence that the majority of business men pay scant attention to this class of advertising.

WHY throw away good money on waste paper basket fillers when you can reach the best buyers in Canada through The Dry Goods Review—the paper that is read **each issue** from cover to cover by the retail dry goods merchants and their clerks from coast to coast, because of the vital business-building news and suggestions they find in the advertisements as well as the editorial sections?

Think this over—size up the situation.



Further Evidence

that many shrewd Canadian printers realize the value of the best of all two-revolution presses—

THE PREMIER

It requires unusual confidence to write messages like these—and yet the PREMIER is proving itself well worthy of that trust—proving it every day in actual service, quality of workmanship, speed, endurance and low cost of upkeep.

Surely these are just the qualities necessary to enable you to give your work a character and quality that will mark it out from among all others? Write *at once* for more complete information and quotations.

MANTON BROS. - - - TORONTO

We take pleasure in announcing to the printing trade that we have issued a new

SAMPLE BOOK OF FLAT PAPERS

including Writing, Bond and Ledger Papers.

If you have not already received one, advise us and we will be pleased to forward one at once.

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, ADELAIDE and PEARL STS., TORONTO

MADE IN



CANADA

HAVE YOU CONSIDERED
**SUPERFINE
LINEN RECORD**

For Loose-Leaf Forms

For Business Stationery

For Letter Headings

For All Commercial Printing

For Typewriter Paper

For Envelopes

For complete information and samples write us

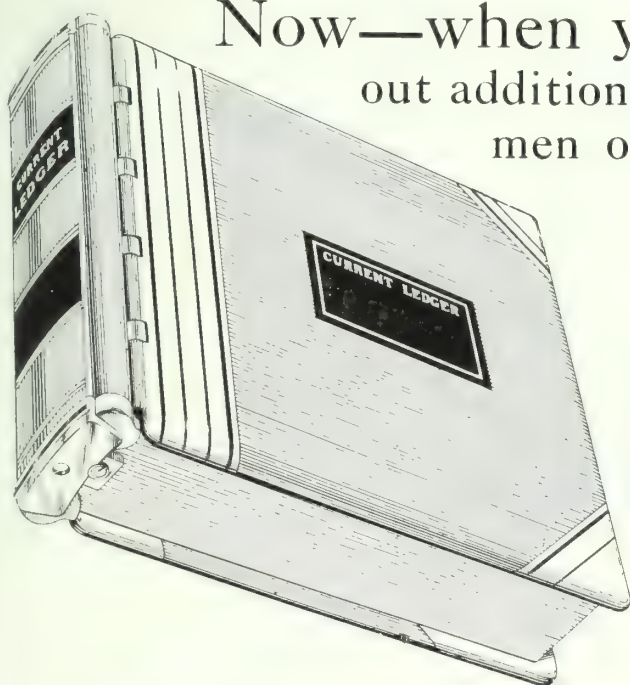
The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

HIGH-GRADE PAPER MAKERS

Mills at St. Jerome
and
Mont Rolland, P.Q.

**Add a Loose-Leaf Department
Now—when you can do so with-
out additional cost. Surely the business
men of your locality would be**



interested in a binder with posts so solid and firm it is impossible for them to loosen in metals,—with section posts well protected with rubber ball caps; with the metals of all half-bound bindings well protected to ensure long life to the covers?

Surely they would be interested in binders and loose-leaf supplies made in Canada, which eliminate duty charges and continual delays?

And wouldn't *you* be interested in a binder that you were sure would meet with good demand in your locality?

Just write to-day for Catalogue 5 which describes our complete line and let us tell you of our special offer to printers and publishers whereby you can add an efficient loose-leaf department to your plant without cost whatever. Write us NOW, while you think of it.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Important Announcement

WE take great pleasure in announcing to our many Canadian customers that we have established a manufacturing branch at 70-72 York St., Toronto, Ontario, Canada, where all our machines can be purchased at the same list prices as in the States,—that is, duty and transportation free.

With the opening of this manufacturing branch we are now in a position to give you the same prompt and satisfactory service as given to our home trade.

Telegraph, telephone or mail us your orders.

THE ROBERTS NUMBERING MACHINE CO.

70-72 York St. - Toronto, Canada

Telephone No. : ADELAIDE 1374

Home Office : BROOKLYN, N.Y.

MASTER PRINTER!



Q Most Printers and Publishers have used some of our papers, but if you have not seen the following grades you have missed some useful and worthy lines. Write us for samples of

CROXLEY AIR DRIED PARCHMENT
LION MOULD MADE DECKLE EDGE
CROXLEY CAMBRIC in WHITE and TINTS
BRITISH FINE WHITE WOVE

JOHN DICKINSON & CO., LIMITED

Makers of High-Grade Printing and Writing Papers

CROXLEY HOUSE

Lemoine Street

MONTREAL

MILLS - CROXLEY, APSLEY, NASH and HOME PARK - HERTS. ENG.

"Brown"
Folding
Machines

"Hickok"
Ruling
Machines

"Latham"
"Monitor"
Machines

H. J. LOGAN

Rebuilt
Machinery

Bookbinders' & Printers'
Machinery

Wire,
Knives,
Etc.

114 ADELAIDE STREET WEST
TORONTO

"National"
Thread Book
Sewing Machines

"Jacques"
Shears

"Dexter"
Cutting
Machines

WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

PRINTER & PUBLISHER
WANT AD

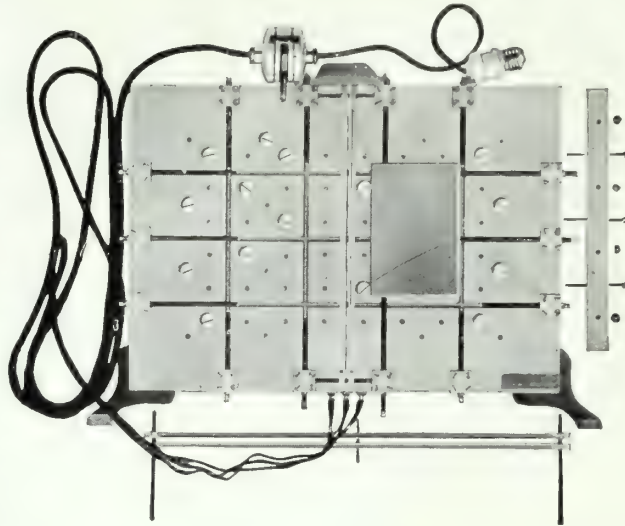
Two cents a word will put you in intimate touch with eighty
per cent. of all your fellow printers and publishers in
Canada. Send in your copy *to-day* to ensure insertion in
our next issue.

Get Your **VANBOSSER**—NOW

AN ELECTRICALLY-HEATED MOUNTING BLOCK FOR EMBOSSING DIES

Meet competition and high prices fairly with a character and quality of work that cannot be surpassed by the most expensive machinery nor equalled by the best makeshift. Only with the Vanbosser can you turn out work that usually requires a \$2,000 machine—turn it out at the lowest productive cost and yet secure the highest price for the work.

The Vanbosser opens up to the printer such a broad and extensive field of the better quality work that the cost of the outfit is more



than paid for within a short time.

Which will it be? An investment of \$200 or an investment of \$2,000? Will you continue to figure your cost from hot stamping at from \$3 to \$7 per thousand impressions, or will you let us make it possible for you to figure this cost at \$1 per thousand?

Why not send to-day for more complete description of this wonderful embossing device and also beautiful samples of work produced on an ordinary platen press?

MILLER & RICHARD - Toronto and Winnipeg

NATIONAL PAPER COMPANY LIMITED

Head Office and
Eastern
Warehouse :
READ BLDG.
MONTREAL,
P. Q.

Manufacturers of
**HIGH-GRADE COATED
BOOK, LITHO and LABEL
PAPERS, also DULL-FINISH
BOOK and BOXBOARD**

MILLS
AT
VALLEYFIELD
P. Q.

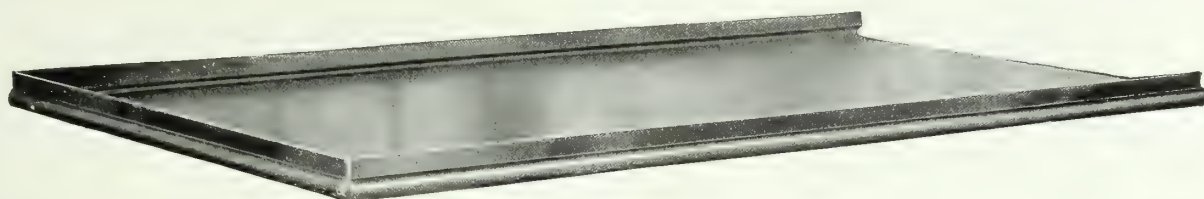
Toronto Warehouse :
156-160 John Street
Toronto

Western Representatives:

TEES & PERSSE, LTD.
Winnipeg, Fort William, Regina,
Moose Jaw, and Saskatoon

TEES & PERSSE
of Alberta, Ltd.
Calgary and Edmonton

We are now carrying a complete stock of all regular sizes and weights at Montreal, Toronto, Valleyfield and Winnipeg, from which immediate shipments can always be made.



Hamilton Steel Galleys

Cold Pressed—Jointless

Think of it! A one-piece absolutely jointless Steel Galley for about one-fourth the price of the old-fashioned brass kind. A Modern Galley, smashed from special analysis steel under a pressure of seven hundred and fifty tons, by gigantic presses that weigh sixty-five tons each. Big figures—it's true—but they mean Big Things to the World's Printers.

A modern tool for the Modern Printer—a galley for the temporary or permanent storage of standing matter at a cost that is not prohibitive.

Modern Because of its accurate method of manufacture—each galley being mechanically correct—made accurately from dies and by a perfected process that is distinctly Hamilton.

Modern Because of its jointless one-piece construction—with no pieced corners to weaken, stretch or part under the heavy strain when loaded. Each Hamilton Galley corner is automatically re-inforced by the mechanical pressure of surplus steel into this part of the galley.



The only
Jointless Corner—
the Hamilton

Modern Because of its uniformity, each galley being smashed from 18-gauge special steel that insures a uniform thickness. In an inspection of 1,000 galleys we were unable to find the variation of a thickness of a sheet of tissue. This insures the printer proofing satisfaction.

Modern Because it can be furnished practically non-corrosive by means of an electric deposit of zinc which gives it a beautiful, white, smooth finish that is washable and permanent.

Modern Because of its fluted sides and ends—which insure perfect seating and alignment of the type—and serve as a gutter to carry off the water, oil or accumulating dust or dirt. Hamilton galleys will last a business lifetime, are practically unbreakable, and are furnished in standard news and job sizes.

Simplifying and cheapening the production of all metal galleys has encouraged its wider use by both publishers and printers where large quantities of standing matter is a necessity. Our close contact with the progressive printers of the leading nations of the world for the past third of a century has resulted in the accumulation of a fund of knowledge concerning composing room needs and methods. The application of this knowledge to *your* composing room is yours for the asking.

Hamilton Galleys cost no more than the old-fashioned storage galleys with pieced corners.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

CANADIAN SELLING AGENTS:

Toronto Type Foundry Co., Limited
Toronto, 70 York St.
Montreal, 345 Craig St. W.
Winnipeg, 175 McDermott Ave. E.
Calgary, Alberta.
Regina, Saskatchewan.
Rex A. Hand, Representative for
Maritime Provinces and Newfoundland
c/o Dufferin Hotel, St. John, N. B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & J. Toronto, 7 Jordan St.
Richard I. Winnipeg, 123 Princess St.
Printers Supplies Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
124 York Street, Toronto

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

BETTER SERVICE

for the Printers of Montreal and East

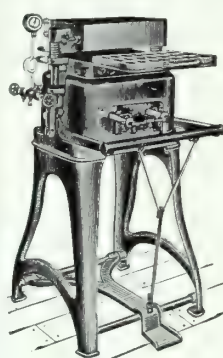
TO enable the printers of Montreal to dispose of their waste paper more conveniently and economically, the General Paper Stock Co. has opened offices at 274-290 Wellington St., Montreal. E. Pullan, of Toronto, the largest waste paper dealer in Canada, is extensively interested in the new concern and the business will be conducted under his supervision. Mr. Pullan brings to the new concern the wealth of experience he has acquired during the many years he has conducted his own business in Toronto. The printers of Montreal and East are therefore assured the same prompt personal interest and attention which has always been a satisfactory feature of the Toronto office.

Send your waste paper and get your wiping rags from the Montreal office.

General Paper Stock Co.
274-290 Wellington St. MONTREAL

WE make a Gummed Paper for every conceivable purpose. Ask your dealer for one of our large Gummed sample books containing over 200 different sorts.

Samuel Jones & Co.
Patent Noncurling Gummed Paper Makers
Bridewell Place London, Eng.



RUBBER STAMPS AND THE PRINTER

Have you ever thought of adding a Rubber Stamp Department to your business? You know that they are literally used by the million and that *somebody* makes them. But do you know that *you*, the Printer, can make better stamps at lower cost than any man on earth? Do you know that you have *not* more than half the equipment and two-thirds of the knowledge required and that the rest will cost you surprisingly little? It will cost you two cents to find out all about this. It costs us about twenty to post you,—and we're glad to do it. Write.

THE R. H. SMITH MFG. CO.
Est. 1865 Springfield, Mass. Inc. 1886

Punch—Point—Personality

Can you use a business-getter? One who can take charge of your circulation and make it grow faster. Competent systematizer and accountant. This I have to offer a Progressive Publisher printing a paper with a definite end in view. Excellent record. Bigger opportunity desired. Address Circulation Manager, Box 342, Printer & Publisher.

REMOVAL NOTICE

THE TORONTO **Electrotype & Stereotype Co. Limited**

HAVE REMOVED TO

111 ADELAIDE STREET WEST

(SOUTH SIDE—BETWEEN SHEPPARD AND YORK STS.)

WHERE you are cordially invited to visit one of the most Up-to-date Electrotype and Stereotype Plants in the Dominion.

TRAYTON BLABER, MANAGER

PHONE ADELAIDE 1638



The demand for die stamped stationery opens a new and profitable field for every printer.

Write for details and samples of work done on the **OSCO DIE STAMPING PRESS**

Several hundred in use. Take 2" r'd and 1x3" dies. Easy to operate, strong and accurately machined.

Osco Mch. Co. 185 Franklin St. Boston



Say You Saw It In
PRINTER & PUBLISHER

Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be placed in your desk or carried in your overcoat pocket. It has 16 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in tree and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the United States, Possessions, Panama Canal and every other country in the World. An invaluable aid for the library

of well-read men and women. Thirty years of experience in map engraving, a thorough devotion to the developments of this line—show in our work. \$1.50 in cloth, and \$2.00 in leather, carriage paid to any point in the World.

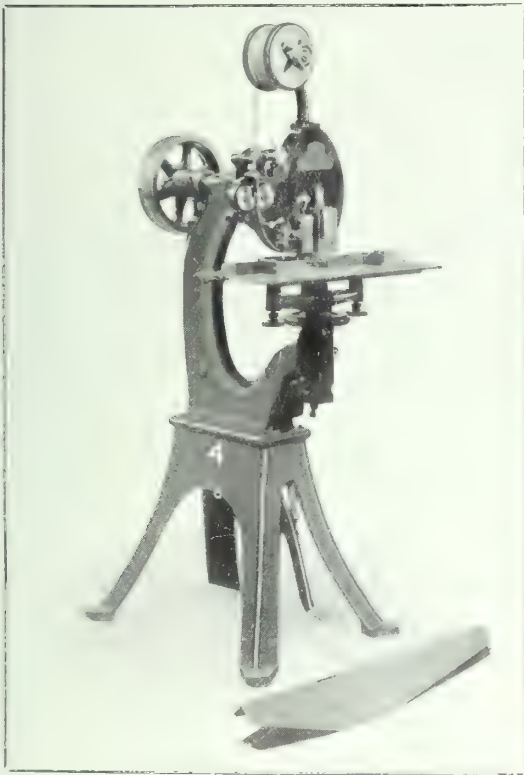
Bible Atlas by Townsend MacCoun, A.M., with 120 pages of maps; \$1.50. Bible Atlas with more and 180 pages of text matter, \$1.50; carriage paid. DISCOUNTS TO BOOK TRADE. Agents wanted.

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.

DOES YOUR STITCHER RUN YOU

Does it keep your operator looking after it, adjusting and readjusting it continually—needlessly wasting valuable time and running up your productive costs? The simplicity of

THE PERFECTION WIRE STITCHER



eliminates delays almost entirely. Adjustments are quick, accurate and sure. The mechanism is so simple an operator of limited experience could hardly put it out of commission even for a short time.

The machine has been carried to the highest stage of development, both in dependable practicability and in construction.

In utility, it is unsurpassed, meeting every requirement.

In output, it is limited only by the capability of the operator.

Why not avoid the possibility of continual delays and save yourself the waste time they incur by doing your stitching on **PERFECTION WIRE STITCHERS**? Send *to-day* for more complete information.

J. L. MORRISON CO.

445-447 KING STREET WEST

NEW YORK

TORONTO

LONDON, ENG.

OR DO YOU RUN YOUR STITCHER?

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. \$2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth \$1.00

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper \$1.

Imposition, a Handbook for Printers. By F. J. Trezise. \$1.00.

Specimen Books:

Bill Heads, 25 cents.

Cover and Title Pages, 75 cents.

Envelope Corner Cards, 25 cents.

Letter Heads, 50 cents.

Professional Cards and Tickets, 25 cents.

Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. \$2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price \$1

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6 1/4 x 10, \$2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. \$2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth \$3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth \$2.
Partridge's Reference Handbook of Electrotyping and Stereotyping. \$1.50.

Stereotyping. By C. S. Partridge. Cloth \$2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth \$2; flexible leather \$3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, \$2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas. Pamphlet 32 pages, 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth \$2.

A Practical Guide to Embossing and Die Stamping. Cloth \$1.50

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price \$3.

Photoengraving. A revision and enlargement of H. Jenkins' Manual of Photoengraving. By N. S. Amstutz. \$3

The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only \$3 a year for United States and Canada; \$3.85 foreign.

The Inland Printer Co.

632 South Sherman St. Chicago, Ill.

4

Deliveries a Day Ensure the Quickest Service

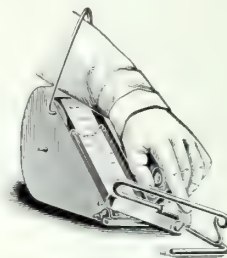
ANNOYING delays are an unknown quantity in the PULLAN SERVICE. Fourteen rigs, making four daily pickups and deliveries, insure Toronto printers the quickest service in the disposal of their waste paper or delivery of wiping rags. Just 'phone Adelaide 760 for a supply of shipping tags, which when attached to your bags, preclude the possibility of your stock going astray.

To enable you to tell exactly just what amount of stock has been picked up each trip our drivers leave with your shipper a stock receipt with amount and grade of stock carefully filled in. Be sure to check these up so as to tell just what stock has left your office.

Phone Adelaide 760 NOW and one of our drivers will call on next trip.

E. PULLAN

490 Adelaide St. West •• TORONTO



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

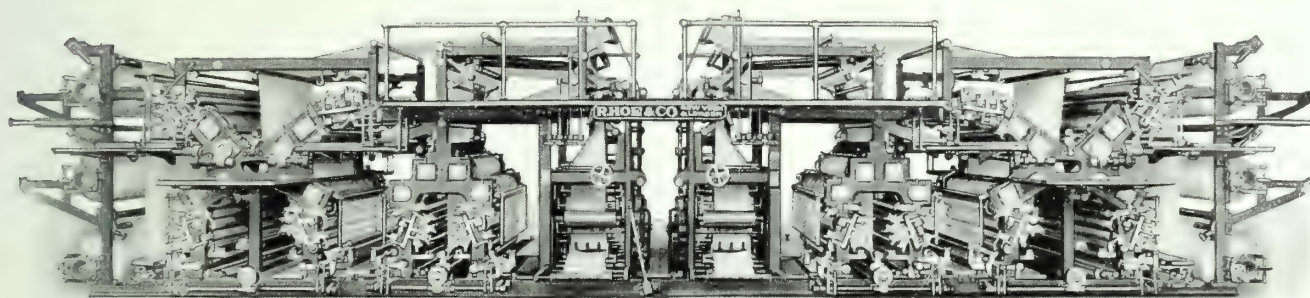
Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. •• BUFFALO, N.Y.

CIRCULATION is the Prime Requisite of Newspaper Success

To GET circulation and KEEP it by taking care of it properly, the newspaper must have fast and dependable presses, quick and accurate stereotyping facilities.

For more than a century newspaper publishers have placed their reliance upon R. HOE & CO. for Printing and Stereotyping Machinery that will stand the severest tests.



HOE X-PATTERN DOUBLE SEXTUPLE LIGHTNING NEWSPAPER PRINTING PRESS

RUNNING SPEED PER HOUR

144,000 papers of 4, 6, 8, 10 or 12 pages	72,000 papers of 18, 20, 22 or 24 pages
108,000 papers of 14 or 16 pages	54,000 papers of 28 or 32 pages
36,000 papers of 36, 40, 44 or 48 pages	

Can be Run Independently as Two Sextuples, or
as a Four-Roll, a Five-Roll or a Six-Roll Unit.

Tell us your needs and we will show you how to take care of them *Efficiently* and *Economically*

R. HOE & CO., 504-520 Grand St., New York

120 St. James Street, Montreal, Canada
7 Water Street, Boston, Mass.

544-46 So. Clark Street, Chicago, Ill.
109-112 Borough Road, London, S.E., England



PARCHMENT BOND

We have the following quantities on
hand for IMMEDIATE SHIPMENT:

116	Reams	-	-	-	-	17 x 22—16
321	"	-	-	-	-	17 x 22—20
214	"	-	-	-	-	17 x 22—24
70	"	-	-	-	-	22 x 34—24
192	"	-	-	-	-	22 x 34—32
465	"	-	-	-	-	22 x 34—40
100	"	-	-	-	-	19 x 24—16
381	"	-	-	-	-	19 x 24—20
400	"	-	-	-	-	19 x 24—24
190	"	-	-	-	-	17 x 28—16
400	"	-	-	-	-	17 x 28—20
265	"	-	-	-	-	17 x 28—24
111	"	-	-	-	-	17 x 28—28

SPECIAL PRICES

FULL CASES, 1 Size and Weight, 6c. lb.
LESS THAN CASE LOTS - 6½c. lb.

The Fred W. Halls Paper Co., Limited
TORONTO

"GOODS SOLD TO THE TRADE ONLY"

End Time-Waste Forever

Surely you can trust your cost system to tell you where the leaks occur. But did you ever think of investigating the running time of your presses? Just put a cost system on the running time of either

SURPRISE or WONDER BLACKS

and see the large amount of time you have been needlessly wasting every day. For either of these inks will help you run your presses from 25% to 50% faster than with ordinary ink, give to your work that enviable density and brilliancy without the possibility of off-setting, and turn and bind your work in an eight-hour day.

Decide NOW to end time-waste forever in your plant and send for a trial order *to-day*.

THE AULT & WIBORG CO.
OF CANADA, LIMITED

TORONTO

MONTREAL

WINNIPEG

You'll get quickest service and best results by sending your roller cores to the nearest of our three factories.

*The gathering
of the clans*



“On to Toronto!”

YOU have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result we see a growing public confidence in manufactured products and their advertising—a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this Convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A.A.C. of A.—*your own* problems included.

EDWARD MOTT WOOLLEY, the famous writer on business topics, has written a booklet entitled “*The Story of Toronto.*” This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodations.

Address Convention Bureau

ASSOCIATED ADVERTISING CLUBS OF AMERICA
TORONTO **CANADA**

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, June, 1914

NO. 6

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

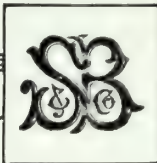
JOHN BAYNE MACLEAN, *Pres.* FINDLAY I. WEAVER, *Manager*
A. R. ALLOWAY, *Editor*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, O. S. Johnston, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; VANCOUVER, 2649 Third Avenue West, H. Hodgson, Manager; NEW YORK, U. S., 115, Broadway, R. B. Huestis, Manager. CHICAGO, 607 Marquette Building, 140 Dearborn Street, A. H. Byrne, Manager; BOSTON, 733 Old South Building, C. L. Morton, Manager; CLEVELAND, Ohio, 1246 Thoreau Road, Lakewood, T. E. Klein, Manager; LONDON, ENG., 88 Fleet Street, E. C., E. J. Dodd, Manager.

Printer and Publisher is issued on the 20th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, \$2.00; six months, \$1.00; single copies, 20 cents. United States, \$2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.



QUALITY FIRST

One of the most essential parts of a prosperous business is the *Quality of Material* to use for productive purposes. This question should be thoroughly considered by every printer. TYPE is one of the *essential parts* and should receive first consideration, for bad type makes a bad job. Below is what a printer wrote us:

"The type has proved to be of an excellent quality, and with over two years of hard work, shows no sign of wear."

Does this not prove to you that S.&B. Type is a money-saver, and a money-maker.

We have a large stock of all up-to-date faces ready for immediate shipment. Be an S.&B. type user and get satisfaction.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



Where Are We Going to Get Off?*

By Ben F. Corday

Corday & Gross Company, Cleveland

IF YOU were to board a street car and say to the conductor that you wanted to get off at Twenty-third street, I suppose he would ring the bell at that street and you would "get off."

But, don't too many of us get on the *car of business* without having any "getting off" place in mind, and after riding to the end of the line, we sometimes pay another fare to ride back again, and so we keep on going and going, making circles, so to speak, and finally, arriving at no place in particular, we "get off," sometimes by invitation and other times because our fare runs out.

Let's stop chasing the rainbow and come down to earth, applying common sense methods that will not only help us out but our competitors as well. Let's be more generous to our competitors. Don't always accuse the other fellow—maybe we are to blame for some of the inconsistencies as much as he. Put the shoe on the other foot occasionally.

Here I am reminded of one of Mark Twain's stories.

Some years ago the famous humorist asked a neighbor if he might read a set of his books. The neighbor replied ungraciously that he was welcome to read them in his library, but he had a rule never to let a book leave the house. Some weeks later the same neighbor sent over for the loan of his lawn mower.

"I shall be very glad to loan you my lawn mower," said Mark Twain, "but since I make it a rule never to let it leave my lawn, you will be obliged to use it there."

This type of man is gradually becoming extinct, I believe we are learning to give as well as to take, and that the future holds much in store for us, if we will learn to give first.

I wonder how many of you have an established business

policy—have a clearly defined idea of how your business should be conducted. Let me read you our established policy. A copy of this policy is signed by each individual member of the entire organization and filed away in our safe, but each member has a copy and is thoroughly familiar with this policy, both in letter and in spirit.

"We, the employees, officers and directors of the The Corday & Gross Company, recognizing that Justice is the greatest good and Injustice the greatest evil, do hereby lay and subscribe to, as the first stone of our policy, the greatest of all good,

JUSTICE.

The fullest meaning of this word shall be the basis of all our business and personal dealings—between ourselves as individuals, between our Company and those of whom we buy, and between our Company and those to whom we sell, *as well as to our competitors.*

Justice shall be the first stone upon which we agree and determine to construct broader character as individuals and broader commerce as an institution. We realize that merit must be recognized whether in ability or merchandise.

With this certainty, we cheerfully, hopefully and courageously press forward to certain and unqualified success."

CO-OPERATION.

"To accomplish the greatest possible results as individuals, and as an institution, we find Co-operation a necessity.

We recognize that business without Co-operation is like sound without harmony. Therefore, we determine and agree to pull together and to freely offer and work with the spirit of that principle, Co-operation.

So shall we grow in character and ability and develop individual and commercial supremacy.



BEN F. CORDAY

*Address delivered before the Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

Difference of opinion shall be freely and fearlessly expressed, but we shall at all times stand ready to Co-operate with and heartily support the final judgment in all matters."

The third stone is

ECONOMY.

"As each moment is a full unit in each hour and each hour is a full unit in each day, so each well spent unit of thought and well spent unit of action makes for each victory, and the final success.

Life is like a bag in which, each moment, we place a unit of value or of rubbish, and our present and future happiness depends upon the contents of that bag.

Recognizing that Economy is time, material and energy well spent, we determine to make the best use of them and so shall time, material and energy become our servants while we become the masters of our destiny."

The fourth stone is

ENERGY.

"As Energy is the power back of action, and action is necessary to produce results, we determine to Energize our minds and hands, concentrating all our powers upon the most important work before us.

Thus intensifying our mental and physical activity, we shall "make two grow where one was," well knowing that our Individual and Commercial crop of results will yield in just proportion to our productive and persistent activity.

This power of Energy directed exclusively toward sound and vigorous construction leaves no room for destruction and reduces all forms of resistance."

The capstone of our Policy is

SERVICE.

"We believe that the only sound and sure construction of success as an individual or an institution, depends upon the quality and quantity of Service rendered.

We neither anticipate nor hope to be unusually favored by fortune but we are thoroughly persuaded that fortune favors the performer of worthy deeds of unusual Service and we, therefore, determine that our days and our years be occupied with such performances.

Quality shall always be the first element of our Service and quantity shall ever be the second consideration.

Thus shall we establish not only the reputation but the character of serving best and serving most.

Therefore, by serving admirably, we shall deserve and receive proportionately."

OVER-EQUIPMENT.

My principal reason for reading to you our business policy is so that you may better understand and know that, even though you have an established policy and are sure that your shop is being run by men who thoroughly know their business, by men who are entirely efficient, that your organization in so far as men are concerned is all right, there is still another and almost as great a problem before you.

Are you sure your machines are pulling together, or are some of them carrying the load of others? In other words, aren't most of our plants greatly over-equipped? I believe they are. In fact, I have no hesitancy in saying that at least 95 per cent. of the printing offices are greatly over-equipped.

Well, you say, what are we going to do about it? One of the first things we ought to do is to stop buying new equipment until we are absolutely sure we need it to take care of *profitable* orders. Because you and I ought to know that low prices do not create business, and when some plants experience a dull streak, low price seems to be their only means of getting new business. They do not seem to realize that when *they* cut prices, the other printer *cuts* also, and

before long prices in general are lowered, and the few orders that are going the rounds are taken by someone at a *loss* instead of a *profit*.

There is little doubt but what the average printer has a period when he is extremely busy as well as when he is extremely dull, but instead of buying new machinery when he is busy, if he would only work out a plan whereby a double shift might overcome some of this temporary pressure, or "farm out" some of his work, either of which plan is much better than buying new equipment when most of our plants are greatly over-equipped.

What is the inevitable result?

Isn't it something like this—

Doesn't the average printer, when business slows up, employ more solicitors to go out and try and sell printing that does not exist? When price is a governing factor, he cuts prices. Result—the buyer of printing has him at his mercy. Why, gentlemen, it would be far better if we were to allow some of our equipment to rust, then to be constantly cutting prices.

"BARGAINS" THAT ARE NOT BARGAINS.

The use of the price argument to sell printing reminds me of a little story something like this:—

"Don't you want to buy a bicycle to ride around your farm on?" asked the hardware clerk, as he was wrapping up the nails. "They're cheap now, I can let you have a first-class one for \$35."

"I'd rather put \$35 in a cow," replied the farmer. "But think," persisted the clerk, "how foolish you'd look riding around on a cow."

"Oh, I don't know," said the farmer, stroking his chin; "no more foolish, I guess, than I would milkin' a bicycle."

This logic is just about as good as that of the printer who wants to sell printing because it is cheap.

How seldom we hear of a printer discarding old machines. He buys a new two-color press, an off-set press or a rotary, little thinking that he will need a great deal more work to keep his plant busy.

I wish the printer could be made to realize more fully that the volume of business has absolutely nothing to do with profits. Much better to do a small business on which each order shows a profit. The cost must first come out of every job, because the profit begins where cost ends.

Stand up for your rights. I don't think much of any man who tries to bully a printer into making a low price by quoting competitors' prices as a means to an end, and even going so far as to make statements which are untrue, But as long as we have to deal with men like that, we should be absolutely certain that our price is right and then stick to it. Let us keep a stiff upper lip.

This morning I was walking along the street and I saw a wagon loaded with sand, and the rear wheel came off and the sand got out in the street. It made me feel bad to see that lovely sand going to waste when so many of us need a little of it in our system.

COVERED UP PRESSES AND MADE MONEY.

In Cleveland we are competitors, but we still remain good friends. One man I know operates a plant of six cylinder presses. When business began to slow up he was worried about it. I had quite a talk with him one day and we were discussing business in general and I think he has a very level head. He said to me, "most of the fellows around here are cutting prices, what do you think of it?" I said, "the only thing I know is to reduce your operating expenses as well as you can and I would not sell below cost," and he said, "Do you know what I am going to do?—I am going to cover up three of my presses." This is as true as Gospel. He did; he ran for three months in a dull period and lost money. After he had covered up these three presses he made money. Now some of you wonder why

that was. He immediately let the crew go for half of his equipment; he refused to take a job that did not show a profit, so that every job that he did with the smaller equipment was showing a profit.

I tell you that that is a solution, that is a way out. If your business slows up and the prospect does not look good for the immediate future, cover up half of your equipment, but do not go into the market and cut prices, because you are demoralizing the business. I will tell you frankly, when the time comes when I cannot run all of my equipment at a profit, I am going to cover up some of my presses, but I will not go into the market and take work that will not show a return.

TREMENDOUS EVIL OF PRICE-CUTTING.

A firm resolve not to cut prices, but to maintain an equitable standard based on cost, would be a good resolution to abide by, beginning now.

Don't at the first opportunity, allow one of these bargain hunters to grasp you by the hand so hard that your fingers rattle, so that you allow the profit to drop through. Make a price that carries a profit on the job in question, and not on the promise of a larger job to-morrow. You are printing for profit to-day on the job in hand, and not on promises.

One of the greatest faults I have with present-day methods is that we are all trying to undersell each other. We are constantly adding to our sales forces; that is, in quantity, not in quality, and every employing printer will tell you that most of these men are an expense and not an investment. Yet we keep on allowing these men to draw their envelope weekly. There isn't another business that I know of where men are kept on the payroll, who are not profitable. We look upon them as a necessary evil.

If we were to strip off the veneer and get down to real facts, we would find a condition something like this. That for every job that is on the market we find the ludicrous spectacle of at least ten solicitors and at least one or two salesmen, each trying to induce the prospective customer to buy of him.

Most of the competing printers have submitted expensive dummies and when this, together with travelling and other necessary expenses, are figured, we find they total more than the purchase price of the job in many instances.

MORE THAN ONE KIND OF COMPETITION.

One of our greatest troubles has been our misunderstanding of the word "competition." It has occurred to a few that the word could mean something else besides "price"—that there could be such a thing as competition in service, in quality, in suggestion, in originality; but to the great body of the printing industry, both large and small plants, it has meant only "price."

Someone once said that competition was the life of trade. He should have said that a common-sense, co-operative competition, is the life of trade, or a mighty good stimulant, but that a riotous and haphazard competition is the death of business. For competition without co-operation is speculation—and business men have no right to speculate.

Do you know what causes the latter competition? There are too many men who do not know their own business, and singularly enough, they do not seem to realize this important fact. A man may know one side of a business and yet be unfamiliar with another side. He ought to be able to turn his business inside out and see what is inside as well as being able to look clear through it—or in other words, know it from its tap roots to its top-most branches.

He may be a good printer, but a poor financier; he may know good printing, but not know how to sell it; he may

know how to sell, but be ignorant of credits; and yet the financing of a business, whether it occupies ten floors or one, is the keel upon which it must float. It is simply the arithmetic that paves the way to the selling end of the game.

THE REAL MEANING OF CO-OPERATION.

We no longer scatter seeds of mistrust and misinformation in the pathway of our fellow-men in the hopes that it might cultivate in them the condition of inefficiency so that it would accrue to our own advantage but from those same seeds have grown the sturdy plant of co-operation. Surely this word has as much meaning in a business sense as any word in the English dictionary.

How much better it is to work together rather than single-handed. The Indian in his canoe works single-handed, and while he is struggling along, the big ship glides by as if no effort were used in its propulsion. It is the combined efforts of all the men on that boat that make it appear easy for the man at the wheel—co-operation of the highest order.

Now let us try to understand each other better. Too many things are taken for granted, too many guesses are masqueraded around as facts.

Remember, that no two of us were raised under the same conditions, and while it is true that we all think with brains that are physiologically alike, no two of us have the power or ability to give exactly the same expression to our thoughts, and after all it is the deed, the act, that counts, not the happy thoughts or the things we might have done.

A BRIGHT HOPE FOR THE FUTURE.

If we only understood each other better, and "knew where to get off," business life would be made much easier.

Our business will, as time goes on, fall more and more into the guidance and control of sober-minded men of capacity—men who know the conditions that must be met. These men will divorce the industry from its flagrant faults, and direct it safely along these common, plain-faced, everlasting lines of foresight, caution, judgment and integrity that have helped to make other industries enduring.

And now, in conclusion, I want to read a couple of verses.

If I knew you and you knew me,
'Tis seldom we would disagree;
But having never yet clasped hands,
Both often fail to understand
That each intends to do what's right,
And treat each other "honor bright."
How little to complain there'd be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live;
But any time you come this way,
That you will call, we hope and pray;
Then face to face we each shall see
And I'll know you and you'll know me.



IF YOU believe in the principle of co-operation among printers for trade betterment, put your words into works by sending your application for membership in Canadian Manufacturers' Association, Printers' Section to W. A. Desbarats, of the Desbarats Printing Co., Montreal.

HOW OTHER PRINTERS DO THINGS

Profitable Publicity Produced by Progressive Printers.

Another Printers' House Organ

IN THE April issue of *PRINTER AND PUBLISHER* was described a very commendable printers' house organ, known as *P-e-p-s*, issued by Federated Press, Limited, Montreal. This month it is an equally gratifying pleasure to express our welcome and godspeed to a brand-new and very worthy neighbor of *P-e-p-s*, which has been christened *Graphica* by its sponsors, the Herald Press, for a long time of Montreal and now of Toronto also.

On the cover of the first number *Graphica* unhesitatingly declares its devotion to the cause of "direct appeal advertising, *via* complete service." For those who are not familiar with the term it should be stated that "The Complete Service" is the slogan of the Herald Press, and by means of it the firm endeavors to express its personality and individuality. *Graphica* explains that "The Complete Service" includes advertising, designing and art departments, engraving, printing, and binding. At the top of the first page of reading matter we read these words, "A Periodical of Protest Against Waste-Basket Printing." That's what *Graphica* is, from beginning to end, not in words—it scarcely mentions the fact again—but the appropriateness of the appellation is expressed on every page and the argument it conveys is driven home. For *Graphica* is exquisitely produced and is itself the best kind of evidence that its publishers are capable and discriminating job printers. For those who care for statistics be it known that *Graphica* is 5¼ x 8½ inches in size, sixteen pages including self cover. The stock used is Old Stratford laid, pure white, and harmonizes perfectly with the conventional cover design and old style type used throughout. The inks are black and bright red.

Apparently the Herald Press believes not only in operating a designing department to increase efficiency in the plant, but also to make good selling talk of the fact that they have increased efficiency and improved production by this means. The two pages from *Graphica* reproduced herewith serve the double purpose of showing the typographical excellence with which that magazine is produced and also the advantages of a properly operated designing department. These have been pointed out in detail in a previous issue of *PRINTER AND PUBLISHER*, so will not be gone into here. Suffice it to say that they are sufficiently numerous and important to make such a system of laying out work well worthy of the consideration of any printing firm that aspires to produce quality and do it efficiently.

We hope to hear from both *P-e-p-s* and *Graphica* in the near future that they are not only good publicity mediums, but that they are proven profit producers as well, *via* orders received. We are convinced this will be found true and we know there are some *other* printers who need similar house organs and who will be interested in getting the evidence.

Pocket Memo Pad and Blotters

PUBLIC Press Limited, Winnipeg, recently sent to a selected list of customers a neat black leather case with memo pad inserted in centre and pocket for cards at back. The name of each customer thus favored was stamped in gold on the front of the case and on the inside was formally expressed the compliments of the Public Press, stamped in gold also. To prevent the case being thrown into disuse when the perforated pad supplied with it was used up the Public Press sent out a new pad a short time after the first one with which was enclosed a small card bearing these words, "Use this re-fill for the pocket memo-pad supplied you a short time ago. We have more when you need them."

Another good blotter idea used by Public Press shows a drawing of a large building and above it are printed the words "One of Our Branches." The signs on the building read as follows: "Public Press Limited. Suggestion Factory. Ideas Furnished on Short Notice. Plans submitted. Designs Improved. Complete Printing Service." The one thing necessary in blotter advertising or indeed any form of direct appeal advertising is that it be read and such original and unique ideas as those used by Public Press are sure to get the attention of a large number of printing prospects, thus making it easier to develop new business.

Wise Old Saws For To-day

IT IS not often that a printing firm or any other business enterprise makes use of a part of the Bible as a complimentary souvenir to their friends. Yet that is exactly what Nicholson Limited of Vancouver, did recently and in doing so intimated that they would be pleased to receive orders in quantities from firms wishing to distribute the booklet among their customers or employees. The wisdom of King Solomon as found in the Book of Proverbs was the section of holy writ chosen by Nicholson Limited, and they brought it out in neat vest pocket form under the appropriate title "Wise Old Saws for To-day." As stated in the publisher's preface no apology was required for the literary contents of the booklet nor for its publication and distribution in the form chosen. The Book of Proverbs is a storehouse of sound wisdom and wise counsel expressed in simple language and entirely adaptable to the needs of all classes of individuals in this busy modern age. Although written thousands of years ago it is aptly called "Wise Old Saws for To-day."

The distribution of masterpieces of literature, no matter whether serious or humorous, cannot help to interest and entertain and many recipients are sure to express their appreciation to the givers and entertain friendly thoughts toward them for years to come. Incidentally the

printing firm using this method of publicity is given a splendid opportunity to express their individuality as producers of good printing and thus cause prospective purchasers to say: "We'll consult that firm about our next order."



Use Ordinary Cases in Cabinets

COLLEGE PRESS, Toronto, have found a way for installing the cabinet system economically. The standard type of double cabinet has been secured but without the cases which usually go with them and instead the ordinary job cases are used, these being varnished and handles placed on them. The result is a complete dust-proof cabinet to all intents and purposes as good as the outfit supplied by the supply house complete. The plan may contain a suggestion to some who desire to install cabinets, but whose job cases are in good shape and who therefore do not wish to throw them away. By this means one may install a cabinet system and all that will be thrown into disuse would be the old standing frames.

The matter of varnishing cases and frames has already been emphasized in this department on a previous occasion. It is a good point to remember, however, and will bear repeating. A dark colored stain can be recommended as a means of preserving the wood and it is likewise cleanly and good to look upon.



Useful Tips in Handling Cost System

IT IS ALWAYS a good plan to be on the lookout for opportunities for making duplicate copies and thus cutting the work of office records in half. College Press, Toronto,

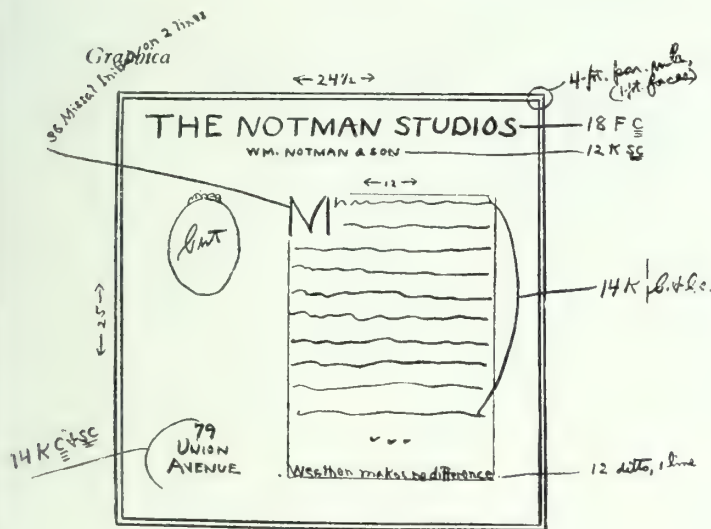
apply this principle successfully in the making out of their job dockets and individual job records in connection with the Standard Uniform Cost Finding System. They have found it most satisfactory to make the docket the carbon copy and the job record the original. By using a good quality of blue carbon the writing on the docket stands out clearly and it is practically impossible for any employee in the shop to overlook the instructions written on the job docket. The use of carbon in this case is really superior to the writing of pen and ink.

In connection with this system College Press find it most convenient to have their individual job records made the exact size of the docket so that they may be inserted and as each is needed it is placed in a large clip with the carbon sheet between. A ring binder is used for holding the records so that the whole sheet is in view. The ring binder will be found much more suitable for this purpose than the more clumsy post binder.



Hutcharm Agency Opens Calgary Branch

THE HUTCHARM Advertising Agency of Victoria has opened a branch office at 1014 *Herald* Building, Calgary. It is probable that T. V. Orr, of the copy and plan department will have charge as manager. The Hutcharm Agency is the only one west of Winnipeg recognized by Canadian Press Association. The business was organized at Victoria by Robert A. Hutchinson, the president and manager, less than three years ago and from occupying desk room in a real estate office has grown remarkably until at present twenty-five advertising experts are employed, the whole business being conducted along similar lines to the large Eastern agencies.

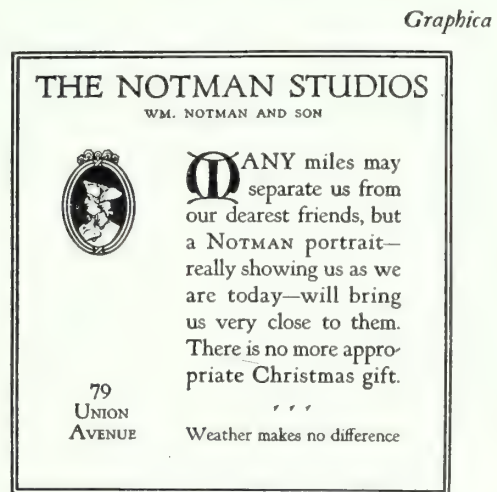


A PENCIL SKETCH, OR COMPOSITOR'S WORKING PLAN, BY OUR TYPOGRAPHIC EXPERT

THE impressive and expressive power of the printed word is dependent upon the form and manner of its presentation to the mind through that most impressionable organ, the eye. Unless it delivers the message, an advertisement has no value.

Our Typographic Expert is a pastmaster in the subtle art of investing printed messages with the fullest expressive power and selling force. A pencil sketch clearly indicating the sizes and faces of type,

[8]



THE FINISHED PRODUCT, THE TYPE HAVING BEEN SET BY AN ORDINARY COMPOSITOR

border, ornamentation, etc., to be used, the proper relation of spacing, margins, etc., is attached to the copy. Given this "layout" or plan the compositor is greatly facilitated in his task, and though he be little more than an apprentice, he is thus enabled, with little mental effort, to produce the "last word" of the highest-salaried Typographic Expert—a printed page that compels attention, fully expresses the message and sells the goods.

[9]

The Cost System as a Sales Help*

By H. H. Hull

Edmonton Printing and Publishing Co., Edmonton.

THERE IS an old saying, "To thine own self be true, and it shall follow as the day the night, thou can'st not then be false to any man," and this is where the printer has fallen down. In being true to the other man he has absolutely overlooked his own welfare and those dependent on him. There is no class of business man on the map who has played treason with himself like the printer.

I have been asked to speak for a few minutes on "The Cost System as a Sales Help," but I am going farther and say that the cost system is not only a sales help, but wherever applied, its introduction has resulted in an uplift by adding dignity to our methods of operation. It has proved a money-maker by preventing sales below known costs. The trouble with the man without a cost system is that he sells below cost without knowing it.

SELLING PRICE-LIST USED IN 80 PER CENT. OF WESTERN OFFICES.

To my mind the greatest benefit that the cost system has accomplished, and especially to the printer of Western Canada, is in the production of the Winnipeg Printers' Price-List. To be sure Winnipeg and other Western cities had price-lists before the present cost campaign was commenced, but the installation of the present cost-finding system has remedied many of the errors, and to-day the price-list of the Winnipeg Printers' Board is the recognized printers' bible of the West. It is true that all cities and towns are not thoroughly organized, but the price-list is being used in 80 per cent. of the offices of the West. This list contains all the data necessary to give an estimate on any class of work.

COST SYSTEM ENLIGHTENS OFFICE FORCE.

The result of the installation of the cost system is a square deal all round, and it has given us talking points with which to meet our business friends—it is a business proposition to a business man.

The cost system has increased the selling ability of our office staff, for no longer are we obliged to consult compositor or pressman in regard to the time required on a job.

I have in mind a man who cannot set a stick of type, or dress a form on a press, but he can estimate the selling-price of a job of printing better than I can, and I know from his figures that he will come closer to the actual time required to handle that work than the workmen themselves. The cost system has taught that man to figure, and has placed at his finger-ends averages of many months which has given him a basis on which to form his conclusions. These conclusions are facts, and these facts are the backbone of the salesman of to-day. He has no old prejudices to overcome. All he knows is taken from the cost sheets.

Someone will say, "The cost system has absolutely

nothing to do with salesmanship, a good salesman can get the work." I admit a good salesman can get the work, and he can also draw a salary or commission, as the case may be, but has there remained a profit for the employer? The majority of answers will be "no." The cost system tells you what you must get for each and every job, and no salesman can convince you, or should be able to convince you, that the job can be sold for any less. You know, in the past, the salesman has worked both the printer and the customer.

I want to give you one or two instances where the cost system has proved an invaluable help in securing a right price for printing.

SELLING MUNICIPAL PRINTING.

The municipal printing of the City of Edmonton is practically all being done in Edmonton, and at a selling price based on the actual cost of production in that city. The Edmonton printers have a paid secretary in Edmonton, and we were fortunate in securing a very competent man. Mr. R. S. Van Pelt is one of the oldest, if not the oldest, cost expert and organizer sent out by the United Typothetae. To-day four-fifths of the city printing is estimated by our manager, and the superintendent of the purchasing department has found that it facilitates his business and is more satisfactory to get our board price and then to send the work to whichever shop is best equipped to handle that work. We have furnished him with the equipment and payroll of each plant, and we have his word that the work will be distributed on that basis. The superintendent of the purchasing department has asked us in

return to call off all canvassers as they were taking too much of his time. We have done so. The mayor and aldermen are agreed that all municipal printing should be kept in Edmonton. On all large work such as telephone directory, annual report, voters' list, etc., tenders are called for simply to comply with existing by-laws.

Just previous to leaving Edmonton Mr. Van Pelt told me that he had a letter from the clerk of a neighboring city asking for a price on certain work, and stating that the local printers were willing to take his estimate.

REASONS WHY COST SYSTEM IS SALES HELP.

My suggestion to the printer who has not yet installed a cost system is to do so at once. The cause of the majority of business failures is a lack of knowledge of costs, and strange to relate, while a knowledge of costs is absolutely essential, nine out of every ten in the business fight shy of adopting the one thing that will save them from failure.

The cost system is a sales help because it is the foundation on which price-lists are made, which, of course, are a great help in selling.



H. H. HULL

*Address delivered before the Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

The cost system is a sales help because it has made capable salesmen out of office clerks.

The cost system is a sales help because it creates more confidence between buyer and seller—helps to settle claims of overcharges.

The cost system, when universally adopted, will be the means of establishing uniformity of prices, thereby having a tendency to stop shopping, which, of course, will make selling easier.



Discussion Following Mr. Hull's Address

"CONCISE and to the point" aptly describes Mr. Hull's address on "The Cost System as a Sales Help." The speaker reached the perfectly correct conclusion that the cost system is not only a sales help but is an absolute essential to prevent the selling of printing below cost. Undoubtedly its usefulness as a sales help increases the longer it is in use. New ways of applying it to the securing and holding of business are constantly coming to light and it is being recognized more and more by customers that the cost system in a printing office is an indication of good business methods and fair prices.

A. L. Lewis, Southam Press, Toronto, in opening the discussion said he considered the greatest usefulness of a properly operated cost system was the service it rendered in the sales department. Mr. Lewis is a strong advocate of selling printing on a cost plus percentage basis. He believes this the easiest way to sell printing, providing the printer is absolutely certain of his cost. It is then necessary to convince the customer of this fact and induce him to pay a fair profit on every job. "You can sell any job to anyone who is worth taking business from on the strength of a properly operated cost system," concluded Mr. Lewis.

C. James, Lyon and James, Toronto, told of a customer for whom his firm did a great deal of printing without giving a price in advance. Some time ago a change was made in the management and a clerk was installed to do the purchasing of printing. Tenders were called for a certain job and Mr. James' firm put in a price of \$105. This price was sufficiently low to secure the order and the work was produced and delivered. When the cost record was made up, however, it was found that a fair selling price admitting of a normal profit was \$63. The difficulty had been that the work was very difficult to estimate on and the printer must, of course, protect himself. The cost record was shown to the enterprising manager, along with the record for a similar job produced some time previously, the idea being to show that the basis of cost was the same in all cases and that work given without a price would be charged at cost plus a fair profit. The manager was convinced, the services of the purchasing clerk were dispensed with, and now all the printing for this firm is done, as under the former management, without price.

E. J. Payson, *Times*, Brockville, said the St. Lawrence River Counties Press Association had adopted the Winnipeg price list referred to by Mr. Hull as the selling price list for their district.

Geo. H. Saults, Saults and Pollard, Winnipeg, said that two of the largest catalogues put through their offices were sold on office records. The firms for whom these catalogues were produced realized the fairness of this method and preferred to do business in that way.

Another appreciation of the value of the Winnipeg price list came from A. H. Barker, *Leader* Job Department, Regina. Mr. Barker said that in Regina they now

had a 100 per cent. organization, every office in the city using the Winnipeg price list as their basis for selling. To show the strength of the organization in Regina, Mr. Barker said the printers there recently let a good-sized job go out of town rather than come down on the price at which it was originally figured and which they considered a fair charge for the work.

Geo. Brigden, of Brigden's, Limited, Toronto, pointed out that many of the printers' best customers use cost systems in connection with their manufacturing and selling and they were not difficult to convince that it was good business for printers to do so also.

The matter of a selling price-list for the whole of Canada was considered by Mr. Lewis as one of the most important things before the Congress and he urged that it receive the careful consideration of the Resolutions Committee. Mr. Lewis thought that there was not enough difference in cost to make it inadvisable to adopt a uniform price list all over Canada.

R. E. Cook, of the Government Printing Bureau, Ottawa, took issue with Mr. Lewis in his statement that there was not any considerable difference in the cost of producing printing in different parts of Canada. He pointed out that the request of the last Cost Congress in connection with Government printing was for an advance in western Canada over eastern prices. Mr. Cook said the Government had gone into the question very thoroughly, and had found that prices in the west were necessarily much higher than in the east, and as a result of their investigation had adopted a schedule of prices that were in accordance with this finding. Mr. Cook attributed the difference in cost largely to the difference in wages, pointing out that the labor cost was a large share of the total cost of production. The wages of hand compositors, for instance, ranged all the way from \$14 to \$18 in Halifax to \$28 in the Pacific coast cities.



Promising Outlook for Printers' Section of C.M.A.

IN REPLY to an inquiry, W. A. Desbarats, of Montreal, Chairman of the Committee in charge of organization of the Printers' Section of the Canadian Manufacturers' Association, said the prospects at present were promising for starting off with a strong membership. He mentioned the fact that the printers of Ottawa and Quebec cities are falling in line remarkably well. "It is, however," said Mr. Desbarats, "extremely important that a large number should send in their applications for membership right away so that we may have the support at the outset of a strong body of representative printers."

The formal request for the formation of the Printers' Section has been made to the C.M.A. and it will come up for consideration at the first meeting of the membership committee. As soon after the request has been formally ratified by that Committee as can be arranged, a meeting will be called to organize the Section and elect officers.



"NOTHING but the interchange of craft knowledge and cost knowledge, which form the real basis of modern association work, can save the men in any line from the price-cutting maniacs who do not know their costs, and to whom overhead expense is practically an unknown quantity."—Forrest Crissey in *Saturday Evening Post*.

Efficiency in Handling Advertising Accounts

Accuracy, Permanency, Simplicity, Chief Requirements — Splendid Method for Quarterly Statements in Use by Enterprising Town Weekly

IN CHARGING advertising two things should always be kept in mind. First the ledger record must be accurate and in detail and of a permanent nature. Second, both ledger record and account form should be as simple as possible, involving the least labor consistent with clarity and accuracy. The solving of this problem is more difficult in the office of the small country weekly than in that of the big city daily, for in the latter case an expert accountant with assistants is employed for that and similar work only, while the billing of advertising in the village or town weekly newspaper office is merely one of the multitudinous duties that must be actually performed or at least carefully supervised by that versatile individual—the editor.

The two forms reproduced herewith were devised especially for the Ailsa Craig (Ont.) *Banner*, of which Messrs. Croft and Wright are proprietors. They serve their purpose admirably, complying with the requirements mentioned, and might well be taken as an ideal by the publishers of other newspapers similarly situated. The larger form is ruled and printed on an 11x9-inch sheet, punched to fit a loose-leaf ledger, and, of course, does not leave the *Banner* office. It forms a permanent record of each customer's advertising, the amounts being entered from week to week immediately after publication day. Ailsa Craig *Banner* has an average of sixty advertising customers, whose accounts are entered in this way, and the measuring-up and entering of that number requires about forty minutes of one person's time once each week. At the end of each quarter a detailed statement of space used, and total amount due is sent each customer. This is made out on the smaller form shown herewith, the particulars being merely copied from the customer's ledger sheet.

An added advantage of the ledger form shown is that it constitutes a permanent record of each customer's advertising for the entire year. Such information is always of value, and it is preserved here in a convenient form for ready reference. The publisher is enabled to make comparisons readily between the current and previous years, quarters, months, and issues. This is especially important in the case of seasonable advertising and where the nature of a particular business causes the amount of space used to fluctuate. The account of every individual customer should be carefully watched and any tendency to reduce space or go behind the record of previous years should be an immediate danger signal to the publisher to pay particular attention to the problems of the erring advertiser. "Beat last year's record" should be

the motto of the publisher and of every advertiser. This method of recording and charging will help accomplish it.

The experience of the publishers of Ailsa Craig *Banner* shows that an efficient method of handling advertising accounts is worth while and that, once installed, it does not entail a great deal of work to operate it satisfactorily.

Any publisher who is more or less at sea in this important matter will do well to adapt to his own use the excellent system described and illustrated herein.

Letting in the Light

IT IS unfortunate but true that many weekly newspapers and some dailies are known in name only to the advertising agen-

cies and large general advertisers—and some indeed have scarcely been heard of outside the localities in which they are published. Who is to blame? Obviously the newspapers themselves. No doubt they would unhesitatingly tell their local advertisers that money spent for advertising is a profitable investment—that they *must* put their propositions before the public with no uncertain sound if they wish to induce the public to buy their goods. And yet the same newspapers are often quite indifferent so far as they themselves are concerned, and do not even take the trouble to give a very desirable class of prospective advertisers a reasonable chance to know of their existence.

There are difficulties and disappointments in store for the "country" publisher when he first goes after the coveted foreign business. Some of these are real and some are imaginary but most of them can be overcome by the man who has a good proposition and knows how to present it. Certainly the first thing for a publisher to do is to "let the light in" on his field and his medium. There are likely to be some seemingly commonplace facts about the town and district that, if properly presented, would immediately open the way for doing real business with some very desirable advertisers who are quick to appreciate the advertising value of a live country newspaper.

Two weekly papers have recently done this very effectively. They are the Waterford *Star* and the Ailsa Craig *Banner*. While it is quite apparent that each paper acted independently of the other it is noteworthy that both sized up the proposition in pretty much the same way. Both papers, in the attractive printed matter issued, sought to show first of all the advantages of their respective fields and concluded with some convincing arguments to show that their papers were the only mediums by which an advertiser could possibly hope to thoroughly cover the fields. In the case of Ailsa Craig *Banner* a map was used,

Issued Every Thursday

STATEMENT
of advertising in the

Ailsa Craig Banner

ACCOUNT OF
While & May
Ailsa Craig, Ont.

"The Newest Paper and
Best Advertising Medium
in North Middlesex."

CROFT & WRIGHT, PUBLISHERS
Ailsa Craig, Ontario

Banner Ads Bring Business

For Quarter ending
December 31st, 1913

Month	October	November	December	Total	Amount
Date	2 9 16 23 30	6 13 20 27	4 11 18 25		
Inches Plate					
Inches Set	40 41 44 42 46	42 42 44 40	52 56 60 40	589	47 12
Lines Readers	6 31		12 10	31	1 55
				Amount due	\$48 67

Advertising accounts are expected to be settled promptly at the end of each quarter.

Form of Quarterly Advertising Statement for Weekly Papers.
Size of Original, 8½ x 5½ inches.

drawn to a scale of 4½ miles to the inch, and showing the portion of North Middlesex in which the *Banner* circulates. Circles were drawn to indicate the 3, 5, and 8 mile radii respectively and the townships and surrounding villages were plainly marked. The folder is entitled "An Opportunity Explained" and under the map are the words: "Would you like to do a profitable business in this territory?" The concluding section of the folder is headed: "The one way to take full advantage of this opportunity." The argument is effectively used that 6 dailies and 12 weeklies circulating in the *Banner's* territory do not in the aggregate reach more than 50 per cent. of the *Banner's* subscribers. This statement is based upon actual figures and is apparently a liberal estimate. The proof is conclusive that it is quite impossible to cover the district with any other paper or combination of papers.

The publishers of small town weeklies should drive home the fact at every opportunity that when it comes to advertising it is quite impossible to reach *all the people* merely by using the metropolitan dailies, no matter how many are used and how truly "national" they may be from a news point of view, and it should be remembered that the first thing a thoughtful advertiser wants to know is the extent and nature of the territory in which a paper circulates.

List of Recognized Advertising Agencies

THE complete list of Canadian advertising agents now recognized by the Canadian Press Association as official solicitors of general advertising for the newspapers of Canada, is as follows:—Ads, Limited, Toronto; Baker Advertising Agency, Limited, Toronto; Canadian Advertising, The, Limited, Montreal; Central Press Agency, Limited, Toronto; Dean, E. Sterling Advertising Agency, Toronto; Desbarats Advertising Agency, Limited, Montreal; Financial Advertising Co. of Canada, Limited, Montreal; Gagnier Advertising Service, Toronto; Gibbons, J. J., Limited, Toronto; Hamilton Advertisers' Agency, Limited, Hamilton; Hutcharm, Limited, Victoria; Imperial Publishing Co., Limited, Halifax; McConnell and Ferguson, London; McKim, A., Limited, Montreal; McPherson-McCurdy, Limited, Winnipeg; Norris-Patterson, Limited, Toronto; Press Agency Bureau, Limited, Toronto; Robertson, J. S. Co., Toronto; Rowlatt, F. Albany, Toronto; Sells, Limited, Montreal; Thompson, J. Walter Co., Limited, Toronto.

The recognition formerly granted to Cattanach Advertising Agency, Limited, Winnipeg, by Canadian Press Association, was withdrawn May 7th.

Our Contract No. 143

Their Contract No. _____

Ailsa Craig Banner

Record of Advertising for _____

White & May, Co., Ailsa Craig

Placed by _____ Agency.

Year 1913

	January					February					March					Totals			Amount	
Date	2	9	16	23	30	6	13	20	27		6	13	20	27		Plate	Set	Lines		
Inches Plate																				
Inches Set	40	42	40	44	46	40	41	45	52		41	44	43	42			570		45	60
Lines																		30		1 50
	April					May					June									
Date	3	10	17	24		1	18	15	22	29	5	12	19	26						
Inches Plate																				
Inches Set	41	42	47	40		45	43	44	46	41	42	41	46	52			570		45	60
Lines	3										10							25		1 25
	July					August					September									
Date	3	10	17	24	31	7	14	21	28		4	11	18	25						
Inches Plate																				
Inches Set	42	44	46	102	summer holidays	42	46	44			45	45	42	40			538		43	24
Lines					16				4					7				27		1 35
	October					November					December									
Date	2	9	16	23	30	6	13	20	27		4	11	18	25						
Inches Plate																				
Inches Set	40	41	44	42	46	42	42	44	40		52	56	60	40			589		47	12
Lines	6				3						12	10						31		1 55
Grand Totals																	2267	113		\$187 21

Position Top of last 3 cols. Page 5

Rate per inch plate _____ set Eight Cents line Five Cents

Remarks _____

Ad Clubs Convention Will be Big Affair

Canadian National Exhibition Grounds, Toronto, Will be Used —
Remarkable Program of Business and Entertainment — First Time in Canada

THIS IS a message of invitation and welcome to every Canadian printer and publisher to participate in the great International Convention of Associated Advertising Clubs of America, to be held at Toronto, June 21-25.

ATTENDANCE WILL BREAK RECORDS.

It will be a wonderful Convention in size alone, for the present estimate of attendance is 6,000, and from additional reports coming in daily it is quite conceivable that the attendance may reach as high as 10,000. There will be two or three special trains from Boston, one each from New York, Chicago, Omaha, Dallas, Baltimore, California, and other states and cities. As for Canada, this will be the first time in its history that the annual convention of the A.A.C. of A. has been held outside the United States, and Canadian ad clubs from Halifax to Vancouver are planning to participate in the very great honor of acting as hosts. Montreal has two active organizations which are planning to unite forces and come as one big delegation representing that important centre of advertising enterprise. A most attractive water-trip is a part of the itinerary as arranged at present. There are all sorts of thrillers coming out of the West—reports of special trains from Edmonton, run in conjunction with other specials coming through from the Pacific coast, to say nothing of much special "doings" on the side. Vancouver, Calgary, Lethbridge, Regina, Winnipeg, and other cities will all be represented.

WILL MEET AT EXHIBITION GROUNDS.

The place of holding the Ad Clubs' Convention is absolutely unique—for it is none other than the grounds and

of the Convention, situated as they are in an immense lake-shore park, but only fifteen minutes' ride from the very heart of Toronto, Canadians should feel justly proud that



Art Galleries, where the Printed and Lithographed Display will be on exhibition.

they are to act as hosts to delegates and visitors from all over the United States, Europe, Australia, the Philippines, and other countries.

Those of you who have not visited Toronto recently will find the trip East—or from the East, as the case may be—pleasurable on that account also. Toronto's growth in population during the past ten years has been 138 per cent. and the building and improvements of every kind that have been made during that time, or even during the past five years, are nothing short of marvelous.

A WONDERFUL PROGRAM.

The first draft of the program has just recently come to hand from John K. Allen, of the *Christian Science Monitor*, Boston, chairman of the Program Committee, and it is a wonder.

Never in the history of all business, it is safe to say, has any business gathering had such a feast prepared for it.

First of all should be praised the completeness, the comprehensiveness of this program. It touches upon every phase of every subject of importance to those who will attend the convention. It shows the most careful thought and an intimate knowledge of the needs of both buyer and seller of advertising. Every advertising interest will have abundant opportunity for expression, and it is evident that many a long-recognized problem is destined to discover its solution in June.

It is when one considers the speakers secured by Mr. Allen and his associates, however, that the full significance of this program is understood. There are coming to Toronto



Showing one wing of the Horticultural Building, where Newspaper Section will meet.

buildings of the Canadian National Exhibition—the world's largest annual exhibition. Considering the type of buildings and the number of them thus placed at the disposal

men of international reputation in their respective lines; men long recognized as absolute authorities, and men well worth coming across the continent—or around the world, for that matter—to hear.

Apart from a few general sessions of the entire convention the gatherings will be split up into departmental sessions. The man who is interested in the production of printed matter will not be called upon to listen to eulogies of bill-board advertising and discussions as to its improvement and encouragement as a medium for advertising. And the publishers who sell space at so much per agate line will be left alone in their glory—in fact publishers will be distinguished by being given several classifications to choose from, as Newspapers, Magazines, Farm and Class Papers, Religious Publications, and Trade Publications. Each section will have its own program, chairman, and building, and will be largely a law unto itself.

PRINTING SECTION.

The Printing Section has been particularly fortunate in securing as its chairman, E. Lawrence Fell, of the Franklin Printing Co., Philadelphia. Mr. Fell was one of the principal speakers at the Cost Congress held at Toronto in April and he made so many friends on that occasion who are still sounding his praises, both as a man and as an authority on the production and selling of printing, that it seems quite probable that the Canadian printers will greet him again in very large numbers.

There will be other speakers of note including T. E. Donnelly, of Chicago; B. F. Corday, of Cleveland; A. F. Mackay, of Philadelphia, and Bernard J. Lewis, of Boston.

In order to show off to the utmost the

brass rails keep the crowd away from the walls yet allow everyone close enough to make a careful study of the exhibits.

FOR NEWSPAPER PUBLISHERS.

In the Newspaper Section there will be three addresses by Canadians, which is indicative of the international reputation of the achievements of Canadian pub-



Classical entrance to Applied Arts Building.

lishers in matters affecting newspaper practice and in organization work. The men chosen are William Findlay, of *Ottawa Free Press*; M. J. Hutchinson, of *Regina Leader*, and John M. Imrie, of Canadian Press Association.

The chairman of the Newspaper Section will be Jason Rogers, publisher of *New York Globe*, and in addition there will be such well-known men as Elbert H. Baker, of Cleveland; Marshall Ballard, of *New Orleans Item*; A. L. Shuman, of *Fort Worth Telegram*;

Frank D. Webb, of *Baltimore News*; Dan A. Carroll, of New York, and two speakers from England, Wareham Smith, of Associated Newspapers, Ltd., London, and J. J. O'Neill, of the *Manchester Guardian*.

The Magazine Section will be presided over by Lee Maxwell, of New York City, advertising manager of the *American Magazine*; the Religious Press Section by W. J. McIndoe, of *The Continent*, New York City; the Technical Publications by Fred D. Porter, of *The National Builder*, Chicago, and the Trade Press by W. H. Ukers, of *The Tea and Coffee Trade Journal*, New York.

There should be a very large attendance of publishers at the Ad Clubs Convention because of the holding of the meeting of Canadian Press Association in the same week. The two conventions present an unparalleled opportunity to publishers in all parts of Canada. It is a sort of double-barreled invitation and no wide-awake publisher should pass it over.

THE SUNDAY MEETINGS.

You have perhaps turned up the calendar by this time and found that June 21 occurred on Sunday. Yes, the Ad Clubs' Convention opens on Sunday. In addition to the experience of listening to advertising men in a number of



Bird's Eye View of Convention Grounds, with the Press Building in the Foreground.

wonderful display of printed and lithographed matter, as well as artists' drawings, sketches etc., that will be available for exhibit at the Convention, the splendid Art Galleries will be used—and surely no similar display has ever had more suitable quarters!

The Art Galleries are so built that they form three sides of a hollow square. All light is from above, there being no windows. The walls are covered with dark green burlap, and



"Ask for it at the Administration Building."

the city's pulpits there will be in Massey Hall in the afternoon such a gathering and such a program as has perhaps never been equaled. The Program Committee has scored a signal achievement in having secured for that wonderful Sunday afternoon meeting, Dr. A. S. Vogt and his world-famous Mendelssohn Choir. The choir will render several compositions absolutely new to this continent and which they are preparing for the forthcoming European tour next year. This feature alone would at once make this meeting a notable one, and when it is realized that, in addition, there will be as speakers William Jennings Bryan and others of international reputation as leaders in the state and commerce some conception of the treat in store for you may be had.

ENTERTAINMENT WELL PLANNED.

Although the Ad Clubs' Convention will be a business convention of business men the need has been recognized for something by way of seasoning to help in the mental digestion of the feast of intellectual pie that is in store for every session. There will be entertainment features galore—all in their proper time and place. On Monday night from 8.30 to 11 a moonlight excursion enlivened by a water fete on the bay presented by the aquatic clubs of Toronto. On Tuesday at one o'clock, a yacht race on the lake in front of the convention grounds and after the afternoon session a huge carnival of water sports in which every aquatic club in Toronto will participate. On Wednesday evening at 7.30 the immense grandstand, with a seating capacity of 17,000, will be filled to witness the motorcycle races, "Military Tattoo," in which several hundred men from the local regiments will participate, and a remarkable musical demonstration by nine crack military bands all operating as one

unit and stirring the very souls of the listeners with their inspiring music. The evening's program will be brought to a close with a magnificent pyrotechnic display, including the portraits in a blaze of fire of his Majesty King George the Fifth and Woodrow Wilson, President of the United States, while between the two are the crossed flags of living fire—the Union Jack and the Stars and Stripes.

BRING THE LADIES.

You need have no hesitation in bringing your wife to the Ad Clubs' Convention. It is true that your time will be fully occupied during a large part of each day, but that will not interfere with the enjoyment of the lady visitors for they will be adequately entertained by a special "Ladies' Committee." One of the buildings on the grounds will be used as a women's clubhouse. A number of events are being planned especially for the ladies, during the business sessions, and in addition they will, of course, participate in the moonlight excursion and other entertainment features mentioned.

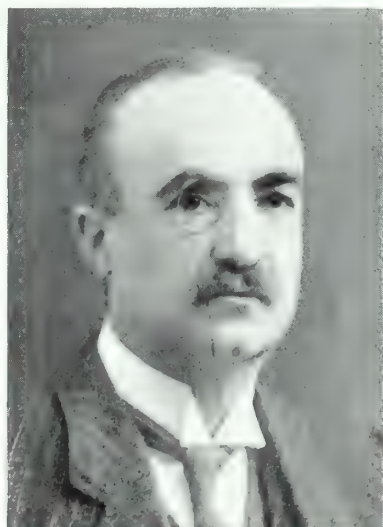
OPEN HOUSE TO ALL.

If you are not a member of any ad club and there is one in your city get in the procession right away. If you reside in a town or city where there is no ad club there are two things you can do—get busy and organize one or link up personally with the nearest club as a non-resident member. But whether or not you do any of these things you will receive a real Canadian welcome at the big Convention in June. Come as a member if you can, but come anyway. You'll be heartily welcome as a visitor and when the great Convention is over you'll be an enthusiast for the Ad Clubs' movement.



J. de L. Tache, King's Printer for Canada

AS HIS name indicates, J. de Labroquerie Taché, the newly appointed King's Printer for the Dominion of Canada, is a French-Canadian. Mr. Taché is an intelligent, capable, business man and will in all probability fill the



J. DE L. TACHE
Recently appointed King's Printer
for Canada

In 1880, Mr. Taché, then a student at law in Quebec, became private secretary to the Hon. Mr. Chapleau, Prime Minister of Quebec Province, and in July and August of the following year accompanied Mr. Chapleau on a trip to Europe. Soon after his return Mr. Taché resigned his position as private secretary to Mr. Chapleau and embarked in the notarial business at St. Hyacinthe, having successfully passed the necessary examinations at Laval University and before the Board of Notaries. He practiced the profession alone until 1887, and later as member of the firms of Taché & Desautels and Taché & Jodoin. In November, 1887, he accepted the private secretaryship to Sir August Réal Angers, Lieutenant-Governor. This position Mr. Taché occupied until 1892, when the Hon. Mr. Angers was appointed to the Senate and as Minister of Agriculture at Ottawa. From 1893-1903 Mr. Taché engaged in the business of dairying and dairy specialties.

It was in 1902 Mr. Taché became a publisher and job printer by purchasing the publishing business and printery of St. Hyacinthe *Le Courrier*. He remained sole proprietor of both enterprises until 1907 when L. E. Fournier became a partner in the job printing business and four years later a company was formed with Mr. Taché as president. The newspaper property, *Le Courrier*, had been disassociated from the job printing business and Mr. Taché remained sole owner and editor of the paper from the time of his purchase of it in 1902 until his appointment as King's Printer.

Mr. Taché's political aspirations and the wishes of his friends and supporters led him to accept the Conservative candidacy of St. Hyacinthe at the general election of 1904 but the fates were against him and he was defeated.

important office of "Printer to the King's Most Excellent Majesty" with credit and distinction to himself and complete satisfaction to all concerned.

REVIEW OF SPECIMENS

IT IS instantly clear to any one who has the opportunity of seeing the work being turned out by the boys of the Technical School of Printing, Toronto, that the technical educational movement is one of the most valuable to the printing trade and commercial world. The boys that come under the influence of this training can hardly fail to develop into printers of imagination, originality and good taste. Although the larger portion of the work is set from layouts designed by the instructor, many of the more advanced students prepare their own designs. The boys receive a thorough grounding in the principles of typographical design, color, stock and presswork which is undoubtedly proving invaluable to them and their employers. The reproductions herewith give only a faint idea of the mechanical excellence of the work the boys are doing. Practically all of the designs are in two colors and many call for intricate rule work. But all show perfect corners and excellent make-up. Letter-spacing also seems to be well understood by the boys.

Original treatment seems to be the outstanding feature of the group of specimens from the Lethbridge (Alta.) *Herald*. The little cards and tickets seem to stand out prominently on account of the uniqueness and pleasing typography. Among the other specimens is a little booklet for P. & F. King that is handled admirably. The cover shows a pleasing design printed in blue on gray antique stock. The inside pages are in dark blue on white coated stock. A few of the specimens are here reproduced.

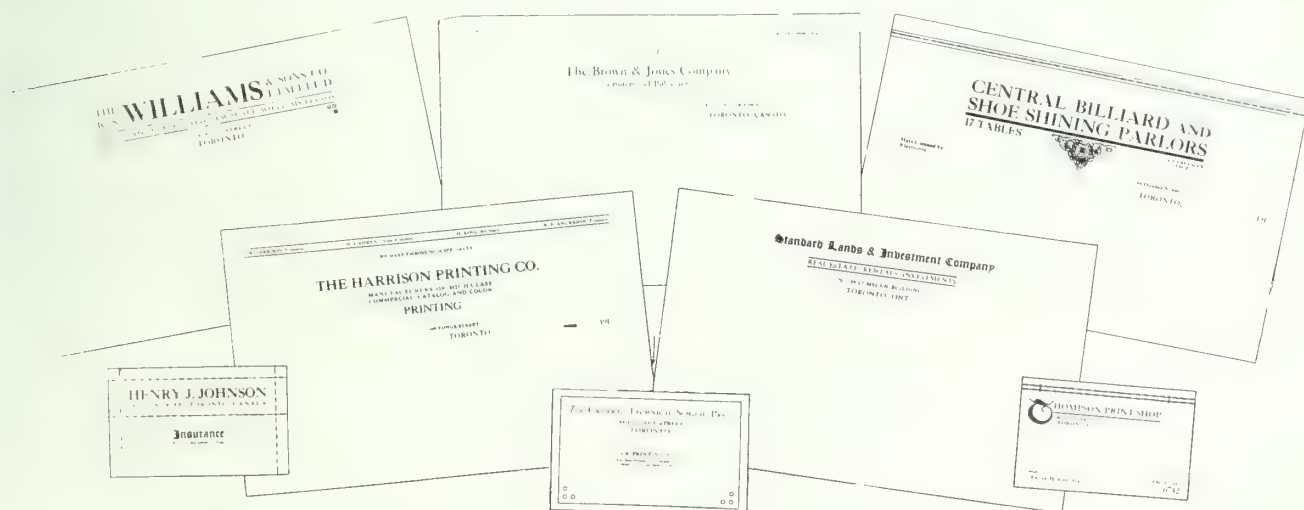
The "May" calendar card of the O.K. Press, Winnipeg, shows a different though equally pleasing treatment from

the former ones issued. With this month's card, type foundry ornaments, initials and type replace the hand-lettered design. The effect, however, is most pleasing. The card is printed in red and black on heavy, light brown stock.

Some of the most pleasing specimens received this month are a few from Ernest Edwin Adams, Toronto. Mr. Adams' specimens are replete not only in distinctive typographical treatments, but also in pleasing combinations of inks and the use of suitable stocks. A few of Mr. Adams' specimens are here reproduced.

F. W. Fowler, Saskatoon, Sask., sends in quite a number of specimens, some of which are fairly good, but the majority do not reflect any great credit upon the ability of his organization to produce business-building printed matter. In many of the specimens there is a noticeable lack of unity—that feeling of everything being held together in the right relationship—which means so much to the value of the work. Then again, balance is poor, and harmony is lacking in many cases, especially in the styles of type used for each piece of work. The work might be improved considerably if a little more attention was paid to the grouping and arrangement of the type matter and whenever possible the use of a single type face for a single piece of work.

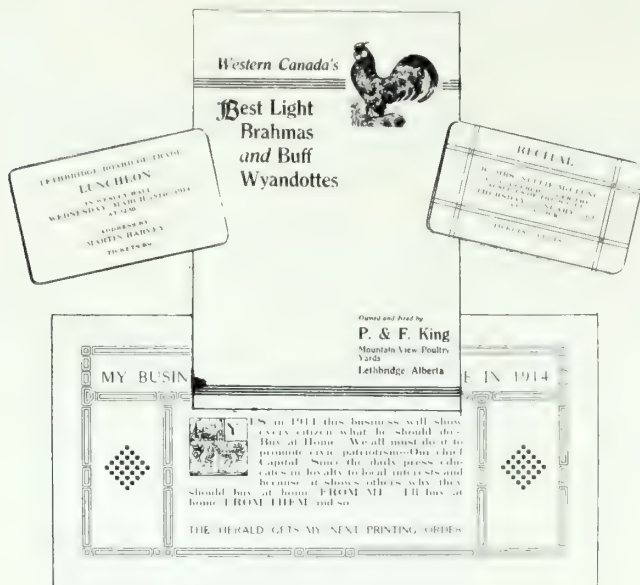
Some very interesting specimens of catalogues and booklets came to hand from Harold Kirkby, New Westminster, B.C. Simple type arrangements for covers and inside pages showed great care and good taste in the design and make-up.



A few letterheads and cards by the boys of the Technical School of Printing, Toronto.

Replacement Allowance

THOSE who attended the recent Cost Congress at Toronto will recall the very live discussion and the diversity of opinions expressed following the address by R. A. Robertson, of Hamilton, on the subject: "Depreciation—Its Prin-



A group of pleasing specimens representative of the work of Lethbridge, Alta., *Herald*.

ciples and Application." A full report was published on pages 57-59 of the last issue of **PRINTER AND PUBLISHER**. The main point at issue appeared to be concerning the correct amount that should be charged for depreciation or replacement allowance, as it is often called, and in this connection the following extracts from a bulletin on the subject issued by the United Typothetae are very illuminating. It will be noted that a distinction is made between the amount to be set aside for replacement and that which should be deducted from the inventory value of the plant. The bulletin says:

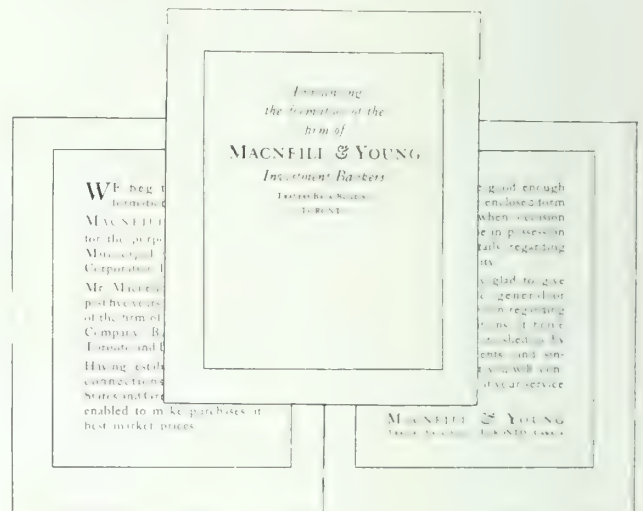
Replacement allowance is more than just an allowance for actual wear of equipment. It should cover all cost of maintaining the plant at a fixed (or increasing) degree of availability for the requirements of its owner. The demands of one's business are constantly changing. From

plant. Otherwise, the printer is consuming his capital and calling it profit.

It does not follow that the full replacement allowance should be charged off from the inventory value of each machine or article. To do so, would unduly reduce the inventory value of machines which there may be no occasion to replace till worn out. The amount charged off the inventory, for wear and depreciation each year, should be figured independently of the replacement allowance.

The purpose of the replacement allowance (commonly termed depreciation) is to provide gradually for future contingencies, which are pretty sure to come in time, as well as cover loss by wear, etc. The purpose of depreciation charged off from the inventory is to cover loss of operative value which has already occurred. When the printer finds it necessary to discard a partially worn out machine, or sells it at a sacrifice, because of a change in the requirements of his business, the extra loss comes out of his inventory in a lump; but has been gradually provided for by the replacement allowance on his entire plant.

The rates agreed upon by the Cost Commission are as follows: Type, 25 per cent. per year on its original purchase price; stands, cases, stones, etc., 10 per cent.; stand-ard machines, like the well-tested makes of regular job and cylinder presses, cutters, etc., 10 per cent.



Three pages of a folder distinguished by its quiet dignity.
By Ernest E. Adams, Toronto.

The report of the Cost Commission was made several years ago and fixes no rate on the many newer machines designed for high speeds or for complicated operations. There can be no question but that the rate for such machines should be considerably higher than for the old standard presses, etc. 20 per cent. would seem to be a fair rate for machines of this class, which are well past the experimental stage.

New machines, which have not been fully tested under actual shop conditions, are apt to prove unsatisfactory and be discarded in a few years; in which case they may have very little saleable value. It is well, on all very new machines, to allow 25 per cent. or more for replacement, until their value is established.

As a means of arriving at an approximately correct replacement allowance in each department, without tedious calculations, it will usually be safe to figure 1 2-3 per cent. per month on the composing room equipment as a whole; and 1 per cent. per month on all other departments, if there are no high speed, complicated, short-lived or untried machines. Where such machines are found, allow 1 1/4 per cent. or more, per month, according to conditions.



A few pleasing type designs from Ernest E. Adams, Toronto.

time to time, if the profit-earning value is to be maintained, it becomes necessary to make changes in the equipment. All this must be covered by the replacement allowance. When new capital is invested, it should be only for the actual enlargement of the earning capacity of the



A STUDY IN TYPOGRAPHICAL BEAUTY

Novel ideas in arrangement, good balance, harmony and pleasing color combinations characterize the work of the boys at the Toronto Technical School of Printing.

THE RESET ADVERTISEMENTS

ONE OF the greatest hindrances to the success of present-day typography is the monotony of design, the lack of original treatment which tends to give the general run of printed matter a deadening sameness.

The minds of the general public are so surfeited with this sameness in printed matter that it loses much of its interest and influence.

Not that printed matter, generally, is poorly arranged or out of keeping with the principles of typographical design. On the contrary the great average is quite correct as far as the principles of arrangement, harmony and balance are concerned. The trouble lies not with the methods of construction, but the idea upon which the piece of work was built.

Take, for instance, Example 1 illustrated below. No one could say the laws of typographical design were seriously violated in the arrangement of this piece of work, and yet this style of arrangement has become such common property that its value and influence is lessened to a considerable degree. The appropriate ornament gives a touch of interest to the page, but is not sufficient to offset the commonplace appearance of the page as a whole.

On the first page of the insert opposite a suggestion is offered for the treatment of this page which may even be developed more completely as the compositor desires or will probably suggest to him other different ways of arranging the matter. One thing it would be well to observe, however, is that the main line is not placed at the extreme top of the page, but a little way down where the eye usually falls first on the page.

Example 2 is another instance where the compositor has failed to study closely the possibilities of his copy. One good point about it, however, is that the introductory line to the solid matter is emphasized in capital letters. On the other hand the arrangement would be improved if the top line had been set full measure and the third line drawn in a little on each side. But on the whole the arrangement still remains ordinary and commonplace, and the effect of the card would be greatly improved if an entirely different treatment were given to it.

Note how this has been accomplished to a certain extent in the reset by grouping the first three lines together at the left-hand side and commencing the solid matter with an initial letter.

The disadvantage of the arrangement of Example 3 is the lack of unity caused by separating the matter so far apart. The ornament also is hardly suitable in shape for the purpose for which it is used.

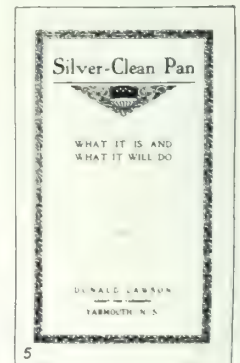
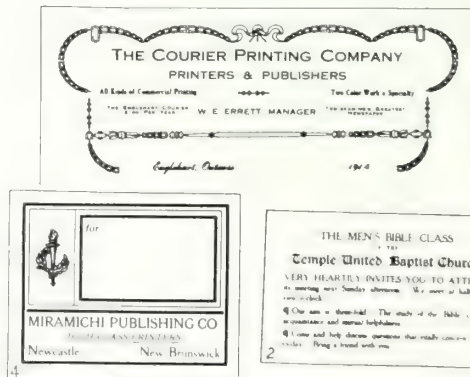
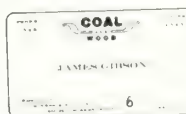
It will be seen by the reset how much better in this case it would be to have the matter grouped all together so as to avoid the large gap of white space. The appropriate stock ornament adds considerable interest to the design.

In Example 4 utility has been overlooked by overcrowding the label with too much rule work which not only has a tendency to cramp the type matter but leaves little space for writing in the name and address. The type matter would also look better if squared up in two lines rather than spread out in three as in the original.

In the reset the question of utility is given first consideration. The large amount of blank space makes it easy to fill in and read the address, while the simple border makes the whole sufficiently decorative.

It is only in the little things that Example 5 could be improved, for on the whole it has been handled very well. Any ornament similar in shape to the one appearing in the original should never be used beneath a single line, especially when the page is narrow and deep, as the shape of the ornament is out of harmony with the shape of the page. The top line would look better if given more margin and this can be accomplished best by placing the second word on another line. It is usually advisable to use all caps or all caps and lower case for a single piece of work, although a cap line frequently makes a very effective commencement for a page with the balance in caps and lower case. But it is seldom advisable to start off with caps and lower case and introduce straight caps lower down, as in the case of Example 5. In this case it would have produced a more harmonious effect to set the whole in caps and lower case.

(Continued on page 53.)





CHRISTMAS SERVICES



ST. JOHN'S PRESBYTERIAN CHURCH
YARMOUTH, N.S.
REV. DR. A. M. HILL
MINISTER



[EXAMPLE 1]

The Men's
Bible
Class of
the Temple
United
Baptist
Church

VERY heartily invites you to attend its meeting next Sunday afternoon. We meet at half-past two o'clock.

Our aim is three-fold: The study of the Bible, closer acquaintance and mutual helpfulness.

Come and help discuss questions that vitally concern men to-day. Bring a friend with you.

[EXAMPLE 2]



DINNER

HOTEL MERSEY, LIVERPOOL, N.S.
FEB. 4th, 1913

[EXAMPLE 3]

for

MIRAMICHI PUBLISHING CO.
High-Class Printers, Newcastle, N.B.

[EXAMPLE 4]

Silver-Clean Pan—

What It Is and
What It Will Do

Donald Lawson, Yarmouth, N.S.
Agent for Yarmouth

EXAMPLE 51

JAMES GIBSON

COAL & WOOD

REPRESENTING MINER & CO. LIMITED

Quebec City

210 - 2nd Street - Saskatoon

SASKATOON

EXAMPLE 51

PUBLISHED BY THE ENGLEHART COURIER, TEMISKAMING'S GREATEST NEWSPAPER \$1.00 PER YEAR  ALL KINDS OF COMMERCIAL PRINTING  TWO-COLOR WORK A SPECIALTY

THE COURIER PRINTING COMPANY

W. E. ERRETT, *Manager*

Printers & Publishers

ENGLEHART,
ONT.

EXAMPLE 7A

PUBLISHED BY THE COURIER PRINTING COMPANY, \$1.00 PER YEAR  ALL KINDS OF COMMERCIAL PRINTING  TWO-COLOR WORK A SPECIALTY

THE ENGLEHART COURIER TEMISKAMING'S GREATEST NEWSPAPER

W. E. ERRETT, *Manager*

ENGLEHART,
ONTARIO

EXAMPLE 7B

The Reset Specimens

(Continued from Page 48.)

These little changes may appear small in themselves, but their value can be more fully appreciated by comparison with the suggested rearrangement of this example.

Top-heaviness and too many different groups of matter for so small a card spoil the appearance of Example 6. A more pleasing appearance would have been secured by placing the bulk of the matter in one group in the centre similar to the reset suggestion. The use of a single type face would also have improved this business card.

Many compositors get the idea that decoration must be added to every piece of work to make it look well, whether the work really requires it or not. The fact is no decoration whatever is far better than unnecessary or too much decoration. The type matter is the main thing and decoration should be added only when it can benefit the type matter by making it more forceful or impressive. Taking the type matter of the letterhead of Example 7 as it stands there was really no call for decoration whatever. In fact the use of the border in this case is harmful and tends to cramp the type matter. The reset suggestions, while simple, permit the type matter to stand out prominently, unhampered in no way by decoration.



New Law Will Raise Standard of Advertising

A BILL to amend the Criminal Code that should receive the indorsation of all honest publishers and advertisers was given its third reading in the House of Commons on May 8. The text of the amendment, numbered Section 406A, provides that "every person who knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property or any interest therein, containing any false statement which is of a character likely to or intended to enhance the price or value of such property or any interest therein or to promote the sale or disposal thereof, shall be liable upon summary conviction to a fine not exceeding \$200 or six months' imprisonment or to both fine and imprisonment."

When the matter was under discussion in the House a member suggested that false pictorial representation should also be made an offence and the Hon. C. J. Doherty, Minister of Justice, concurred in this and it was embodied in the amendment.

The question of the liability of newspapers was brought up by Hon. Frank Oliver, proprietor of *Edmonton Bulletin*, and in reply Mr. Doherty said the Bill was not aimed at corporations but at individuals. If, however, a false advertisement was published with the knowledge of any individual connected with the newspaper that person would be liable under the act.

The new Bill is a long step in advance in the work of raising the standard of advertising and the elimination of the fakers. It has been vigorously supported throughout by the vigilance committees of various Canadian Ad Clubs and its enactment will simplify their work and at the same time make it more effective. Under the old law it was necessary to prove that goods had been purchased and money paid as a result of misrepresentation or false statements. In future it will not be necessary to prove that any sales have been made or actual injury done because of deceptive advertising, but conviction can be secured on the evidence of publication in any form of such statements.

The law will not prevent any advertiser using extravagant language in publishing his opinion of his own goods.

For instance the "Best in Town," and the "Can't be Beat" headlines will still be permissible. The merchant is merely stating his opinion. But woe to the dealer or the publisher who *knowingly* advertises plated ware as "solid," wool mixture as all-wool, or a \$10 article as being worth \$20.

Altogether it would seem a good thing for newspapers to give plenty of publicity to the details of the new fraud law, and emphasize the fact that "if any advertisement in this paper is found to be fraudulent or misleading the advertiser is liable to imprisonment or heavy fine or both." This should increase the confidence of the public in all advertised goods and consequently make newspaper advertising more respected and more valuable.



Record of Advertising in Daily Papers

TWENTY-FIVE daily papers are included in the record published below of advertising carried during April. A comparison with the March record, published last month, will reveal the gratifying fact that with the exception of two small losses, every paper included in both lists made a very satisfactory gain in April over March business. One paper made the remarkable gain of 87,990 lines. Several Canadian dailies appear to be making a bid for "a million lines per month" records.

Several suggestions have come from advertising managers and these are much appreciated by the Editors. One is that local and foreign display should be listed separately. This we think an excellent criticism and if papers will distinguish between the two classes in furnishing figures we shall be pleased to add the extra column. Another suggestion is that a column be added for 5,000 or 10,000 line rate. Still another is that a notation be made of those papers that exclude patent medicine, or liquor advertising. Expressions of opinion are invited on these points and others that may occur to readers interested. Our desire is to make this record as helpful as possible to the papers co-operating in its compilation.

PRINTER AND PUBLISHER does not guarantee the correctness of any figures published but every precaution is taken to insure accuracy. Kindly report promptly any apparent errors.

RECORD FOR APRIL, 1914.

	Display.	Classified.	Total.
St. John <i>Standard</i>			266,798
St. John <i>Telegraph</i>	259,490	19,530	279,020
St. John <i>Times-Star</i>	303,310	44,730	348,040
Montreal <i>Star</i>	819,245	309,440	1,128,685
Montreal <i>La Presse</i>	720,910	217,500	938,410
Montreal <i>Gazette</i>			492,156
Montreal <i>Mail</i>			219,295
Montreal <i>Le Canada</i>			106,730
Ottawa <i>Journal</i>			568,512
Toronto <i>Telegram</i>	553,840	408,800	962,640
Toronto <i>Star</i>	593,600	140,420	734,020
Toronto <i>News</i>	368,340	28,000	396,340
Toronto <i>Globe</i>	386,475	92,925	479,400
Toronto <i>Mail and Empire</i>	339,360	66,920	406,280
Toronto <i>World</i>	271,040	22,680	293,720
London <i>Free Press</i>	373,940	55,930	429,870
Winnipeg <i>Tribune</i>	384,495	33,224*	
Winnipeg <i>Telegram</i>	428,750	100,940	529,690
Winnipeg <i>Free Press</i>	571,626	363,154	934,780
Regina <i>Leader</i>	462,938	108,110	571,048
Regina <i>Province</i>	271,880	50,400	322,280
Calgary <i>Herald</i>	479,696	167,987	647,683
Calgary <i>Albertan</i>	353,847	89,912	443,759
Calgary <i>News-Telegram</i>	314,211	124,835	439,046
Vancouver <i>World</i>			644,686

*Count lines.

Note:—The figures of *London Free Press* for March, published last month, were for display business only and should not have appeared in the total column.

Postmaster General Asks Arbitrary Powers

Bill Now Before Senate Gives Him Right to Fix Rates—C.P.A. Object Strongly—
Storm of Protests to M.P.'s and Senators Result of Printer and Publisher's Bulletins

Ottawa, May 29 (Special)

BILL 147, amending the Postal Act, and containing a clause taking away from Parliament and giving to the Postmaster General, power to fix rates on second-class postage, is still held up in the Senate and no final disposition will be made of it this week. It is being considered by the Banking and Finance Committee of the Senate, which has now adjourned until Monday.

The Bill is being vigorously opposed by Canadian Press Association through its Postal Committee, represented personally at Ottawa by Chairman P. D. Ross, *Ottawa Journal*, John A. Cooper, *Canadian Courier*, Toronto, and Wm. Findlay, *Ottawa Free Press*. Secretary John M. Imrie was present to assist in looking after the interests of the Association. President Donly was prevented from being present owing to the delay of a wire reaching him.

Colonel J. B. MacLean, president of the MacLean Publishing Co., Toronto, addressed the Banking and Commerce Committee on behalf of the trade and class papers he represented, which have aggregate constituency of over 10,000 subscribers. He spoke also in the interests of newspaper publishers who are subscribers to *Printer and Publisher*. Acton Burrows, *Canadian Railway and Marine World*, Toronto, also spoke strongly against the amendment.

At a conference this morning between the Postal Committee and the Postmaster General, Hon. L. P. Pelletier, the latter absolutely refused to consider accepting the recommendations re new postal rates adopted by Canadian Press Association and Canadian Press, Limited, at the joint meeting of those organizations on November 20 last. The Postal Committee refused to agree to any changes.

Before the Senate Committee the Postmaster General asked to have the clause agreed to with the proviso that no higher rate should be charged than two cents a pound. This the Postal Committee would not agree to. Mr. Ross, the Chairman, stated that the objection to the amendment was two-fold: firstly, it was contrary to the principle that the fixing of newspaper postal rates should be in the hands of Parliament, and secondly, concurrence in the amendment might be interpreted as an admission by the Association that the Post Office Department would be justified in fixing any rate of postage up to two cents a pound.

Mr. Ross stated further that in the case of his own paper, the *Ottawa Journal*, such an increase would mean paying \$16,000 a year in postal bills instead of \$4,000 as now.

Colonel J. B. MacLean, president MacLean Publishing Co., Toronto, also made a strong protest against the granting of the Postmaster General's request. As a result, Mr. Pelletier threatened Colonel MacLean, before the Senate Committee, that unless he agreed to a two-cent rate he would take advantage of his power to put an eight-cent rate on all trade and technical newspapers. Colonel MacLean told him to go on and do so, but reminded him it was a matter he (the Postmaster General) would have to settle finally with the subscribers and Parliament.

The Postmaster General stated before the Senate Committee that J. F. MacKay and Hal. B. Donly, the presidents of Canadian Press, Limited, and Canadian Press Association, respectively, when presenting the finding of the special joint meeting of November 20, practically told him that the Associations were favorable to placing a higher postage on trade papers.

DENIAL FROM MACKAY AND DONLY.

Upon receipt of the above despatch from Ottawa *Printer and Publisher* at once communicated with Messrs. MacKay and Donly and in both cases received an absolute denial to the Postmaster General's statement. "Absolutely no," said Mr. MacKay, "we explained to the Postmaster General that we could not discuss the postal question with him at all as our instructions were merely to convey to him the deliverance of the meeting." President Donly, of the C.P.A., made a similar statement.

As to the correctness of such a statement as that alleged by the Postmaster General to have been "practically told" him by Messrs. MacKay and Donly, every member of Canadian Press Association knows that it is absolutely false. The special joint meeting last November, positively refused to discriminate against the trade and technical press, notwithstanding the fact that they were asked to do so by the report of M. E. Nichols. With the exception of a few of the metropolitan dailies who are antagonistic to

Printer and Publisher because of its fight against the "Dollar Daily" menace, and who are jealous of trade papers, general, the vote on that occasion was solidly in favor of the following motion: "That Mr. Nichols' report be received, and its recommendations adopted with the elimination of the two paragraphs relating to trade publications, and that, thus amended, the document be made the finding of the meeting." The small city dailies and the weekly press voted unanimously in favor of maintaining the trade press on an equal basis with all other newspapers.

Through a special emergency bulletin issued by *Printer and Publisher*, May 16, the attention of newspaper publishers throughout Canada was drawn to the dangerous clause in Bill 147, which had in some way slipped quietly through the House of Commons unnoticed. It is safe to say that not a single publisher was aware of the introduction of the amendment and many members of the House stated since that they were unaware that the Bill contained any such clause until it was pointed out to them. *Printer and Publisher* at once called the attention of the Secretary of Canadian Press Association to the brief debate which took place on the third reading of the Bill, and which was reported in Hansard. At no time did Canadian Press Association receive any notice from the Postmaster General of his intention to introduce an amendment to the Act, giving him arbitrary power to fix postal rates on newspapers, and this despite the fact that he had promised to submit to the Association a memorandum of rates for their consideration before any action was taken. This memorandum has been awaited for some months and the reason for the delay has only now come to light. This despite also the Postmaster General's protestations before Parliament of friendliness with the newspaper publishers and of understanding between himself and them.

Printer and Publisher's second bulletin was sent out on May 19, and contained the information that Canadian Press Association at a special emergency meeting of the Executive Committee had on the previous day unanimously passed a strong resolution protesting against the Bill. The resolution referred to reads as follows:

"With reference to Bill No. 147 now before Parliament amending the Postal Act:

Inasmuch as power to fix the rates of postage on newspapers is placed by Parliament in the hands of the Postmaster General.

RESOLVED: That the Postmaster General is hereby respectfully memorialized to the effect that many members of the Canadian Press Association are of the opinion that the rates of newspaper postage should be regulated by statute as heretofore:

That the Executive of the Canadian Press Association favors the principle of the rate of newspaper postage being fixed through Parliament and would respectfully request the Postmaster General to take the matter into further consideration.

The Executive of the Canadian Press Association would respectfully request that either (1) the words "and newspapers" be inserted after the words "not being letters" in Clause "E" as amended or (a) that the passage of the proposed Act be suspended to afford an opportunity to call a general meeting of the Association to discuss it."

The suggestion made in the first bulletin sent out by *Printer and Publisher* that publishers write or wire their members in the House of Commons and Senators protesting against the Bill, was repeated in the second bulletin. A request was made also that for the guidance of the editors of *Printer and Publisher* in carrying on the fight they be informed of the views of publishers and what action, if any, had been taken. The result was a shower of letters from all parts of Canada and from all classes of newspapers all protesting against the clause in the Bill. Many protests had been made to individual members of the House of Commons and Senate and assurances had been received from a large proportion of these members that they were strongly opposed to giving the Postmaster General the power to fix rates.

The fight is not nearly over yet, but while it is not won neither is it lost, and with the co-operation of the publishers of Canada, individually and through Canadian Press Association, it will eventually result, we believe, in the elimination of the unfair "Dollar Daily" and the eradication of other abuses and the placing of postal rates on a basis equitable to all parties.

The importance of defeating the present Bill cannot be overestimated, and inasmuch as its fate is still hanging in the balance, every publisher who has not already done so should at once telegraph an urgent protest to his representatives at Ottawa.

Montreal Herald Reorganized—"News" Out

Ontario and Quebec Shareholders of Canadian Press Ltd. Discuss Franchise Application—Validity of Meeting Questioned—Secretary Atkinson Explains

THE NET result of a somewhat stormy meeting of the Ontario and Quebec shareholders of Canadian Press Limited held in Toronto on April 28 was to hold over the application of Montreal *News* for a franchise, until June 24, on which date the annual general meeting of shareholders will be held. The Ontario and Quebec shareholders present at the recent Toronto meeting indorsed, by a majority vote, the action previously taken by the Directors in refusing the application of Messrs. Nichols and Macnab for membership and afternoon news service for the proposed *Evening News*, but added a qualifying statement contained in a resolution "that the present situation in the English evening paper field in Montreal should not be allowed to continue indefinitely, and recommends the Board of Directors to reconsider the conditions in the Montreal English newspaper field on or before the meeting of the shareholders of June 24."

According to J. E. Atkinson, of Toronto *Star*, secretary of Canadian Press Limited, this recommendation virtually coincides with the decision arrived at by the directors at their meeting on March 17, when the application of Messrs. Nichols and Macnab first came up for consideration. At that time, Mr. Atkinson says, the application was not refused unconditionally but on the other hand the Board expressed itself as being favorable to granting the franchise if the conditions existing in the Montreal evening field were not satisfactorily remedied by June 24. Messrs. Nichols and Macnab were informed at that time of the attitude of the Board in a statement in which the admission was made that "the present conditions in Montreal were, in the opinion of the Board, intolerable, and could not be allowed to continue."

In connection with the recent Toronto meeting of Ontario and Quebec shareholders Messrs. Nichols and Macnab contend that this should have been a special general meeting of the whole association, as a sufficiently signed petition calling such a meeting in accordance with the provisions of the by-laws was before the secretary-treasurer early in April.

The reason a sectional instead of a general meeting was called was explained by Mr. Atkinson in an interview with **PRINTER AND PUBLISHER**. Mr. Atkinson said:

"It has been the practice in Canadian Press, Limited, for the Board of Directors to receive and act upon recommendations which may be made by the shareholders of whatever territorial division the application for membership arises in. In the West it has been the invariable practice for shareholders to meet and pass recommendations one way or another with reference to membership applications arising in the West. They value that practice and are very jealous about it. In Ontario and Quebec it has not been followed for the reason that the Board of Directors is so largely made up of men from Ontario and Quebec that they have acted upon their own responsibility and have not had any of their decisions with reference to applications questioned by the shareholders until the present one. The establishment of this practice of holding territorial meetings is not recognized by the by-laws and has no legal status in the organization, but it is a practice that is thoroughly well recognized by all the shareholders. The practice operates naturally in two ways. It refers applications to territorial divisions and acts upon the recommendations which result. It also means that the shareholders in one territorial division will not, except for some very grave reason, interfere with the disposition made of an application by the shareholders in the division in which the appli-

cation arises. In the Montreal case, therefore, whatever recommendation the shareholders of Ontario and Quebec might choose to make would be followed by the Board of Directors, and the shareholders elsewhere, even if they were appealed to, would first want to know what Ontario and Quebec had recommended. For this reason the meeting held on April 28 was one of the shareholders of this division of the Association alone. There exists, of course, the right of appeal on any question to the whole body of shareholders and such an appeal may be made to the meeting to be held on June 24."



Herald-Telegraph Reorganized

Montreal, May 19.

The *Herald-Telegraph* to-day printed the following announcement.

"The reorganization of the management of the *Herald* which has been in process for some time has been practically completed and will become operative on June 15. The following gentlemen will become members of the board of directors:

"Hon. George P. Graham, ex-Minister of Railways for the Dominion of Canada; Hon. P. S. G. Mackenzie, Provincial Treasurer for Quebec, and R. C. Smith, K.C., Montreal, a popular leader of the Canadian bar. Hon. George P. Graham will be asked to accept the presidency. Under the guidance of the reorganized board the *Herald* will be the exponent of Liberal principles and an advocate of what it believes to be in the best interests of the people of Canada."



Evening News Makes Good Start

Montreal, May 27.

The inaugural issue of the *Evening News* appeared to-day as promised and both the appearance of its news columns and the volume of advertising carried elicited favorable comment. Of 16 pages of 8 cols. each about half was paid advertising. In physical appearance the *Evening News* is the same as its morning partner, the *Daily Mail*, both papers being of a high order from a typographical standpoint. The *News* has adopted the motto: "A newspaper the people can trust."

Referring to its facilities for newsgathering the *Evening News* says: "To meet the situation created by the Canadian Press, Limited, in refusing a franchise to the *Evening News* a contract has been made with the United Press Association for a full exclusive leased wire service. This is the first leased wire to be operated for a newspaper's exclusive use between New York and a Canadian city. It will be available for the *Evening News*' requirements from 6 a.m. to 6 p.m. and will carry up to the hour of going to press from 18,000 to 20,000 words of world's news." In addition to its New York wire the *News* has arranged for "a special cable service covering British and European events of particular interest to Canadians." Canadian news is being covered by "an army of special correspondents."

The initial editorial says the paper "comes forward to redeem the functions of a free press in a city where, in the evening field, a free press has ceased to exist." The reorganization of the *Herald-Telegraph*, as announced in that paper, is not mentioned.

THE EDITORS' VIEWPOINT

A Wrong Principle and a Dangerous Power

POSTMASTER GENERAL PELLETIER, probably spurred on by his permanent officials, is putting up a stubborn fight to secure the passage of the amendment to the Post Office Act which takes away from Parliament and gives to himself the right to fix postage rates on newspapers. If he is successful in having the change made Canadian publishers can look forward to the rates being increased summarily, perhaps to a sum many times the present rate.

The proposed amendment is wrong in principle because it takes away from Parliament the right to decide a very important matter in the affairs of the country. It would be quite as reasonable for Parliament to delegate to the Minister of Customs arbitrary power to adjust important items of tariff as to delegate to the Post Office Department arbitrary power to fix rates on second class mail matter. Either would mean the breaking down of a sound British principle that is the very key-note of our form of government.

To make an individual the sole arbiter in so important a matter takes away from newspaper publishers the right they now have of appealing to Parliament if a satisfactory adjustment of rates cannot be arrived at with the department. It takes away the "Court of Appeal," permitting the minister. It takes away the "Court of Appeal," and permits the negotiations and arbiter of the final decision. Under such circumstances the "negotiations" might very easily become a farce.

No single individual, however learned and discreet, should be called upon or permitted to assume so great a responsibility. The Postmaster General has attempted to ease the minds of some by telling them there is no fear of the Department doing any injustice to newspapers because

the thought of the great influence and power which newspapers wield will act as a check upon himself and the officials in whose hands the matter would be left. Such an argument is only an added reason for leaving the right to fix rates, as now, in the hands of Parliament. If it is true that newspapers have such tremendous power, and it undoubtedly is true, then no individual member of the Government should be placed in a position where he is subject to that power, especially when he himself admits that he would be influenced by it.

The Postmaster General has been asked repeatedly what his purpose is in introducing this amendment. The only reasons he has given are that he already has similar power in connection with parcel post rates and that to have the power to raise rates on newspapers would facilitate his negotiations with the publishers. The answer to the first is that parcel post is not a parallel. It is merely in the experimental stage and when fully developed the rates should most certainly be approved by Parliament. As for facilitating negotiations with Canadian Press Association it would only do that if the Postmaster General proposes to dictate a schedule of rates to the publishers of Canada.

The press in Canada would fail in its duty as the exponent of free speech and fair play if it failed to protest against the violation of the rights of the people's representatives proposed by the Postmaster General. The press of Canada would make a fatal mistake if it weakly allowed a law to be enacted subjecting newspaper postal rates to the will and possibly the whims of the officials of the Post Office Department.

Let the protest to members in the House of Commons and in the Senate be a vigorous and insistent one.



The Imperial Press Conference

THE bringing together in Canada next year of representative publishers from all parts of the British Empire will be an occasion of very great significance to the press of Canada and to the nation generally. The holding of an Imperial Press Conference in Canada will reflect credit upon the Dominion and Provincial Governments, who have, it is understood, already promised an aggregate sum large enough to meet the estimated expenditures. It will also reflect credit upon Canadian Press Association, under whose auspices it will be held, and in whose name the invitation has already gone forward.

Some may argue that, from a business point of view, the Conference means nothing to the press of this country, except, perhaps, the discussion of such matters as the improvement of the facilities for news gathering and the adjustment of cable rates—matters directly affecting the

largest daily newspapers only. But although the Conference is not of particular importance as a convention of business men, it is, nevertheless, an event of unusual significance. It will mean the bringing to Canada of representative successful publishers from Great Britain, South Africa, Australia, and the other British dominions. Some of these men will visit Canada for the first time, and it is safe to say that all of them, as they journey leisurely across the continent from one ocean's shore to the other, will be amazed and delighted with the vastness of the country and with its natural beauty and boundless possibilities. The result will be that Canada as a nation within the Empire will be better understood and appreciated, and will receive a generous amount of favorable publicity.

As newspapermen, our guests will find much to interest them. Those whose duty and privilege it is to act as hosts

can point with justifiable pride to the forward strides made by the press of this country. Perhaps the most wonderful thing to these publishers from across the seas will be the Canadian Press Association. When they learn that its organization extends from coast to coast and that it embraces in its membership the great majority of Canadian publishers of all classes, and when the scope of its operations and influence is explained to them, they will marvel at it as something the like of which they have not known before.

It follows that the committee of Canadian publishers which entertains these visitors in the name of Canadian Press Association should be truly representative of that body. There should be men whose interests are bound up in the big dailies, others who will represent the dailies of the smaller cities, magazine publishers, representatives of the farm and religious press, publishers of trade and technical newspapers, and, most important of all, there should be an ample representation of the splendid body of weekly publishers, on whom Canada, because of its greatness and sparse population, so largely depends. In view of this it is remarkable to find that the gentlemen appointed by Canadian Press Association to choose this committee have not included a single representative of the weekly or trade and class sections. Nor are the small city daily publishers represented by a single member. The list of those chosen is published elsewhere in this issue, and it is comprised of 32 publishers of daily newspapers—most of them in the "metropolitan city" class, one representative resident in London (England), one representative of the G.T.R. and C.P.R. respectively, and the three senior officers of Canadian Press Association, in their official capacity.

The explanation given is that the Imperial Press Union is an association of daily newspaper publishers only, and that at the last Imperial Press Conference held in London six years ago only the daily press was represented. It is

true that the deputation which went from Canada were all publishers of daily papers, but it is true also that some of the British members of the Conference expressed surprise and regret because the other sections of the press were not represented. Of the delegates from Australia, one was a country weekly publisher. As for the original committee that organized the conference, 21 of 93 members were publishers of weeklies or monthlies. It would seem, therefore, that those responsible for the statement that only daily newspaper publishers participated in the previous conference are altogether misinformed.

But casting all precedent aside, let us remember that the conference to be held here next year is under the auspices of Canadian Press Association, and it is absurd to suggest that a select body of daily newspaper magnates can adequately represent the character or the membership of that association. It would be highly improper for Canadian Press Association to permit its name and prestige to be used by a limited number of the members of one section, to the exclusion of the remaining members of that section and all the members of the other two sections. Will the small city daily publishers, the members of the weekly section, and the members of the trade and class press section allow the present arrangement to stand? PRINTER AND PUBLISHER does not believe they will. Will the Federal and Provincial Governments grant large sums for entertainment purposes if a large section of Canada's press is excluded from participation in the Imperial Press Conference? They should not do so, and it is very doubtful if they will.

The proposed Imperial Press Conference has great possibilities, and PRINTER AND PUBLISHER is anxious to see it made a splendid success; but PRINTER AND PUBLISHER believes that the Canadian Press Association should insist that all sections of its membership be invited to participate in it.



The Trade Press as an Educator

IF THE Dominion Government adopts the recommendations of the Royal Commission on Industrial Training and Industrial Education, and many believe it should do so, Canada will spend \$3,350,000 annually to aid technical instruction and training, \$3,000,000 of which will go to supplement local efforts in providing vocational training for those who are past school age. Prof. W. J. Robertson, the chairman of the Commission, believes that national progress is dependent solely upon the efficiency of individuals, men and women. What is required, he contends, is that the individual worker shall possess *intelligence, practical ability and co-operating goodwill*, and these essentials are not inherited, but must be acquired by educational and technical training.

The work which the Dominion Government proposes to do through the establishment and maintenance of technical schools and by means of pre-vocational training will be a worthy complement to and recognition of the educational and inspirational work which the trade and technical press has been doing persistently and systematically for over thirty years. The publishers of trade and technical publications have no desire to pose as public benefactors entitled to subsidies, but it is an incontrovertible fact that they have done, and are doing, a great deal to advance the progress of Canada by enunciating and teaching the principle laid down by Prof. Robertson, as being essential to individual efficiency, and, therefore, upon which the greatness of the nation depends.

Intelligence, practical ability, co-operating goodwill—these three have been for more than a quarter of a century

the foundation-stones of the educational policy of the trade and technical press. It has taught men to think for themselves; it has roused their latent capabilities into action; it has made practical knowledge of and ability in one's business all-important essentials, and has helped men to acquire them by teaching advanced methods of manufacturing and selling, improved credit systems, and a proper appreciation of the place and power of modern advertising; it has been the inspirer and the leader in practically every co-operative movement having as its object the interchange of craft knowledge and the betterment of conditions. The trade press has served as the medium through which men have learned all the news of particular interest to themselves. A trade or technical paper is the only newspaper which supplies news one-hundred per cent interesting to its readers. In a word, the trade and technical press has taught men that all real, lasting success, both as an individual and a business man, must be based upon *Service*, the fundamental of all honest, modern business.

It is inconceivable that the Government of Canada, which has already declared itself as realizing the importance of the work of industrial and technical education, can consistently permit its officials to put any obstacle in the way of a class of newspapers that are aiding to a very appreciable degree the accomplishment of that same work. There are a host of excellent reasons for maintaining the trade and technical press on the same basis as other legitimate newspaper enterprises, in the matter of postal rates and regulations, notwithstanding the personal prejudices of a few individual interests.

Details of Plans for 56th Meeting of C.P.A.

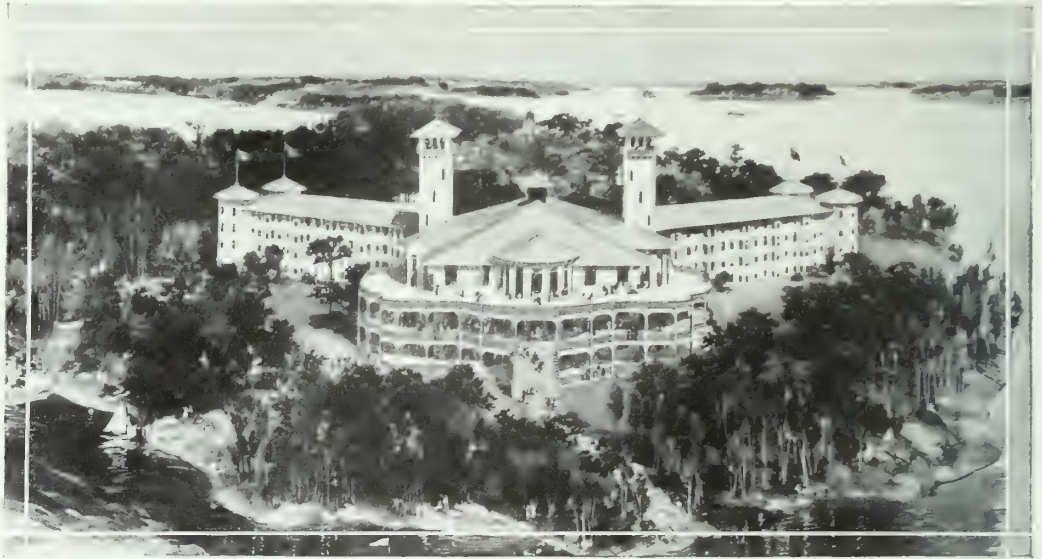
First Convention Since Association Became National in Character — Attendance Should be Representative — Particularly Favorable Conditions for Meeting

THIS month there will be presented to the newspapermen of the Dominion such an opportunity as has never before been equaled, or even approached. June 26 and 27 are the dates, the Royal Muskoka Hotel is the place and the Fifty-sixth Annual Meeting of Canadian Press Association is the occasion. Those are the facts in a nutshell!

There are so many remarkable features in connection with this year's annual meeting of the C.P.A. that it is hard to know where to begin in describing them. The Association itself has reached a stage in its history when it stands far in advance of any other co-operative movement by and for newspapermen in any country. During the past year it has emerged from being merely provincial in scope and has taken on the proportions and the duties of a splendid, nation-wide organization truly in keeping with its name. Last year's meeting was one of planning

ambitions, the realization of those ideals, and the occasion is therefore a unique one in the history of the Association.

In choosing the date and place for this year's annual meeting it will, no doubt, be unanimously agreed that the



Aeroplane View of Royal Muskoka Hotel—Headquarters for the 56th Annual Meeting of Canadian Press Association

Executive Committee of Canadian Press Association has made particularly happy selections. Coming, as it does, immediately after the great international convention of the Associated Ad Clubs of America the attendance should be truly representative of every division of the Association and of every province in the Dominion. The extreme importance of these two events provides a double reason for a very large number of those interested in the publishing business in Canada journeying to Toronto and thence to Muskoka during the fourth week of June.

The place of meeting is an ideal one. It necessitates "an excursion to Muskoka," which is always an enjoyable experience in



Dining Room of Royal Muskoka Hotel—Where C.P.A. members and ladies will gather on Friday evening for the Annual Dinner.

ways and means whereby the several other provincial and inter-provincial press associations in the Dominion might be linked up with the C.P.A. in a strong, cohesive, national body. This year's meeting sees the fulfillment of those

itself, whether for the man whose work takes him daily under the shadow of skyscrapers and amid the noise of a big city, or for those who follow the more tranquil profession of the "country publisher." But particularly on this

occasion, immediately following the busy sessions of the Ad Clubs' convention will the trip to Muskoka be especially welcome. To get completely away from the din and bustle of Toronto and exchange it for the pure air and quiet, restful atmosphere of the woods and lakes as nature made them is a pleasure, the anticipation of which can only be exceeded by the realization. The holding of this year's Annual Meeting in such particularly congenial surroundings will, in itself, be conducive to the largest attendance and most unrestricted interest in all the sessions in the history of the Association.

A BUSINESS CONVENTION.

Having these facts in mind and considering the altogether unique importance of this year's Annual Meeting the Executive Committee of the Association has been impelled to plan the convention along somewhat different lines to that of any previous annual meeting. The program as revised down to the last minute before going to press is printed on another page of this issue and speaks for itself. Several things are noteworthy in connection with it. The comparatively small number of addresses both at the sessions of the General Association and at the sessions of the Sections is more than made up by the vital importance of the subjects, the prominence of many of the speakers and the ample time that will be given for open discussion with a view to reaching conclusions and putting into concrete form the points brought out in each address.

The list of speakers will include two of the foremost newspapermen in the United States and a number of the leading newspapermen in Canada. William C. Freeman of the *New York Globe* will be one of the two newspapermen from United States and he will address both the Daily Section and the general Association. Mr. Freeman is one of the pioneers in the movement for co-operation with the advertiser and the advertising of advertising and his addresses to the general Association and the Daily Section, respectively, will be full of helpful suggestions.

The major portion of the time devoted to the business of the Convention has been given over to the meetings of Sections, thus giving an opportunity for those interested in the various classes of newspapers to spend much time together discussing problems of common interest.

An important feature of the program will be the consideration of a number of clear-cut propositions that will be submitted by the Executive, Advertising and other Committees. These propositions will include a standard for the guidance of members in the censoring of advertising copy, standard circulation record and statement forms, and a standard of policy with respect to newspaper practice in the

Advertising, Circulation, and other departments. Greater efficiency in the matter of standardization will be the keynote in the consideration of these problems.

IMPORTANCE OF ELECTION OF OFFICERS.

In view of the national character which the Canadian Press Association has assumed during the past year unusual interest will be attached to the election of officers and members of the Board of Directors at this year's Convention. In accordance with the provisions of the new constitution, which was adopted at the special general meeting of the Association held on November 20 of last year and which becomes effective at this year's Annual Meeting, the list of officers and directors and the manner of electing them is materially changed.

Instead of a President and a First and Second Vice-President as at present there will be in future a President and five Vice-Presidents, one to represent each of the territorial divisions. The President will be elected by the general Association but the constitution provides that each of the Vice-Presidents shall be elected by the territorial division which he represents. In the case of the Maritime Provinces Division, the Manitoba-Saskatchewan Division and the Alberta and Eastern B. C. Division the Vice-Presidents will likely be elected prior to the Annual Meeting of the general Association. The proposed Ontario and Quebec Division will likely be organized at the Annual Meeting and will elect their Vice-President at that time. As the proposed Western B. C. Division has not yet been formed but likely will be during the present year a Vice-President to represent that Division will be elected by the general Association at the Annual Meeting. The office of Treasurer will be maintained as before.

BOARD OF DIRECTORS OF 25 MEMBERS.

Instead of an Executive Committee consisting of 14 members, as heretofore, the constitution provides for a Board of Directors of 25, made up as follows: the officers (7), the retiring President (1), the Chairman of each of the sections (3), the Chairman of each of the standing committees (4), and 10 other members, of whom one shall be a resident of the Maritime Provinces, two residents of the Province of Quebec, three residents of Ontario, and one resident each of the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia.

Although next year's Board of Directors will probably be limited to 25 members it is an elastic body and should additional sections or standing committees be formed the membership of the Board of Directors will be increased accordingly. Thus in its form of government the Association will be representative of all interests and all provinces, in keeping with its national character and objects.



Rustic Bridge on the Trail from the Royal Muskoka to Juddhaven—A Delightful Stroll.

TRANSPORTATION.

Particularly favorable for a large attendance from all parts of Canada are the transportation arrangements made possible through the courtesy of a number of railway and steamboat companies. Already quite a number of western members have signified their intentions of coming and it is probable there will be a delegation of 50 or more from Western Canada. The journey from the west to Toronto will be made in three stages. The first stage will be from each member's home town to Fort William, the official route being the G. T. P., the second from Fort William to Sarnia, sailing on the S. S. Hamonic on June 21 and arriving at Sarnia June 23, and the third stage will be over the Grand Trunk Railway from Sarnia to Toronto. Members from the Maritime Provinces will come over the Intercolonial to Montreal and via Grand Trunk from there. All should arrange to arrive at Toronto by the 23rd so as to be in time for the principal business sessions of the Ad. Clubs Convention.

SPECIAL TRAINS TO MUSKOKA.

At 1 p.m. on Thursday, the 25th—just a few hours before the close of the Ad Clubs' Convention—the C. P. A. will leave the Union Station by special Grand Trunk train for Muskoka wharf, from which point the journey will be completed on the palatial steamer "Sagamo," owned by the Muskoka Lakes Navigation and Hotel Co., Ltd. The trip from Toronto to Muskoka made partly by rail and partly by water, will make a delightful break between the two conventions and this, combined with the entire change in surroundings from a metropolitan city to the heart of the Muskoka Lakes District will off-set what objections there might otherwise be to the holding of the two conventions on consecutive dates.

EXCELLENT HOTEL ACCOMMODATION.

Owing to the probable large attendance at the Convention the Committee has arranged for accommodation at three hotels, the Royal Muskoka, which will be the Convention headquarters; the Earnescliffe at Juddhaven and the Monteith House at Rosseau. These three hotels are all fairly close to each other. Juddhaven is about fifteen minutes' sail from the Royal Muskoka and the Monteith House thirty minutes.

The Association has chartered a special steamer for the two days of the Convention, which will run a ferry service between the Royal Muskoka and the Monteith House, calling at Juddhaven on the way. The schedule has been drawn up to fill all the needs of the situation and members will be furnished with a complete time-table before arrival at Muskoka.

The Royal Muskoka Hotel is one of the premier summer hotels in Canada, situated on an island in Lake Rosseau in the very centre of the famous Muskoka Lakes District. It is splendidly equipped, having all the conveniences of an up-to-date city hotel. The entire building is electric-lighted, each room has hot and cold water service and to many of the rooms private baths are attached. There is a large convention hall with accommodation for about 400, and smaller halls for Section meetings. Surrounding the hotel are spacious verandahs, while the grounds are intersected with charming walks and are provided with facilities for the enjoyment of tennis and golf. The Royal Muskoka accommodates 350 people and the Association has reserved the entire building during the three days of the Convention.

SOCIAL FEATURES AND RECREATION.

Although the Convention will be one of paramount importance in the history of the Association from a business point of view, the excellent opportunity for social intercourse and recreation will not be overlooked. On Thursday

evening there will be a reception and at-home, commencing at 9 p.m. This will give all members and ladies an opportunity to get acquainted, preparatory to the full enjoyment of the next two days. On Friday evening the annual dinner will be held at the Royal Muskoka, commencing at 7 o'clock and this will be followed at 9.30 by a hop and promenade.

Full provision has been made for the entertainment of the ladies and it is expected that an unusually large number of members will be accompanied by their wives at this year's convention. On Friday there will be a delightful excursion to Port Cockburn for the ladies, leaving at 10 a.m. and returning at 4.30 p.m. The ladies will participate in the annual dinner in the evening. On Saturday there will be a program of tennis and other sports for the ladies.

Returning, the excursion party will leave the Royal Muskoka Hotel by special steamer at 3.45 on Saturday afternoon. Muskoka wharf will be reached and the change made to the special train about 6.20, arriving at Toronto at 10.15 p.m. This will give members who wish to do so an opportunity to make connections with late trains west and east.

ALL SHOULD JOIN.

The advantages to publishers holding membership in Canadian Press Association are so numerous and so obvious that it seems scarcely necessary to urge upon non-members the opportunity presented to them. Mention of the matter is particularly timely now, however, because, with the coming into force of the new constitution an initiation fee will be charged for all new members joining. This will amount to one-quarter the yearly dues, so that in the case of a weekly paper whose circulation called for an annual fee of \$10.00, the initiation fee would be \$2.50. The cost of membership in the C. P. A. is infinitesimal compared to the benefits received.



Meetings of C.P.A. Territorial Divisions

THE annual meeting of the Alberta and Eastern British Columbia Division of Canadian Press Association will meet at Vernon, B.C., the first week in September. The convention will probably assemble on the 2nd and continue throughout that day and until the evening of the 3rd. Friday, the 4th, will be spent in taking a trip through the beautiful section of country surrounding Vernon.

It is likely the Maritime Provinces Division will meet in July. Charlottetown has already been selected as the place of meeting.

The Manitoba-Saskatchewan Division will meet the third or fourth week of August.

A meeting for the purpose of organizing the Ontario and Quebec Territorial Division will be held at the Royal Muskoka Hotel on Thursday evening, June 25, at 9 p.m. Officers will be elected at that time.

More complete announcements regarding exact dates and details of programs of the conventions of Territorial Divisions will be made in the next and succeeding issues



DO NOT wait until you are called on and urged to join the Canadian Manufacturers' Association, Printer's Section. Do it at once and show that you are willing to help.

THERE isn't any doubt about the success of the Printers' Section of the C.M.A., but the organization committee needs your co-operation and encouragement right now. You can give it by sending your application for membership to the Chairman, W. A. Desbarats, Montreal.



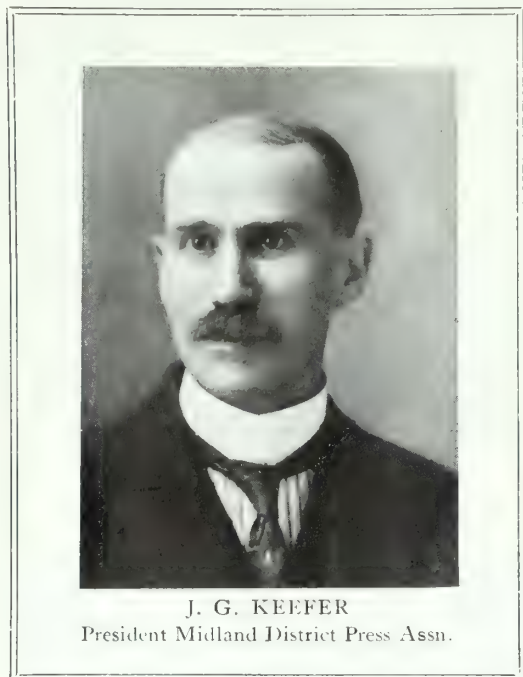
OFFICERS AND MEMBERS OF EXECUTIVE COMMITTEE OF CANADIAN PRESS ASSOCIATION FOR THE YEAR 1913-1914.

In accordance with the new Constitution, which comes into force at this year's Annual Meeting, the official committee of the Association will in future be known as the Board of Directors, and will consist of 25 members, fifteen of whom will be elected to represent their respective Territorial Divisions.

Successful Meeting of Midland District Press Association

THE MIDLAND District Press Association met in *The Post Building Hall*, Lindsay, on May 15, in morning and afternoon sessions. Several important matters were brought up for discussion, and exceptional interest was manifest throughout the entire day's program.

The following were present: J. G. Keefer, *Register*, Norwood; T. P. Lancaster, *Standard*, Havelock; Jos. J. Cave, *Express*, Beaverton; C. A. Goodfellow, *Chronicle*, Whitby; F. H. Dobbin, *Review*, Peterborough; Wm. A. Robertson, *Gleaner*, Cannington; Chas. M. Mundy and A. S. McLesse, *Reformer*, Oshawa; W. S. Givens, *Reporter*, Millbrook; I. Stewart, *Independent*, Bobcaygeon; George James, *Statesman*, Bowmanville; S. Farmer, *Star*, Port



J. G. KEEFER

President Midland District Press Assn.

Perry; Geo. H. Wilson, *Post*, Lindsay; Allen Gillies, *Warder*, Lindsay; D. D. C. Dawe, *Examiner*, Peterborough.

There are over forty-five offices in this district, about fifteen of which are not yet connected with the local association—they are losing valuable information imparted at these meetings. We wish they would join us.

D. D. C. DAWE, *Secretary*.



Full Representation at Dufferin Press Association Annual Meeting

ON FRIDAY, May 8, the annual meeting of the Dufferin Press Association was held at Orangeville. W. L. Craig, of Grand Valley, president, occupied the chair.

All the newspapermen of the county were present, as follows; R. L. Mortimer, *Free Press*, Shelburne; T. F. E. Clarridge, *Economist*, Shelburne; V. A. Statin, *Post*, Orangeville; John Foley, *Sun*, Orangeville; W. L. Craig, *Star-Vidette*, Grand Valley; A. D. McKittrick and B. McGuire, *Banner*, Orangeville.

A. D. McKittrick was elected president and John Foley, secretary, for the year 1914-15. Business of interest to the association was transacted. The next meeting will be held in Grand Valley in August next.

Proposed Standard for the Guidance of Publishers in Connection With Objectionable Advertising

(To be submitted to Annual Meeting of C.P.A.)

SECTION A—Relating to advertising that is prohibited under the Criminal Code of Canada. Advertising of any of the classes of articles or medicines referred to in this section should not be accepted.

1. Books, pictures, "rubber goods," or other devices, where the name of the device or the wording of the copy connects, either directly or indirectly, that the article is obscene, or tending to corrupt morals.

2. Medicines or methods for the prevention of conception, or for abortion or miscarriage purposes.

3. Medicines, methods or devices for the cure or relief of venereal diseases or restoring sexual virility. This rule bars copy containing any such words or suggesting any such ideas as "lost manhood," "sexual weakness," "exhaustion," "impotence," "nocturnal emissions," "unnatural discharges," "gonorrhea," "impure blood," "syphilis," "gleet," or "varicocele."

SECTION B—Relating to advertising that is not prohibited under the Criminal Code of Canada, but may be considered objectionable or undesirable. It is suggested that members who realize the desirability from an economic as well as a moral standpoint of keeping their advertising columns clean and wholesome, and are prepared to go further in the censoring of advertising copy than the law requires, should refuse to accept advertising of all, or any, of the following classes of articles or medicines:

1. Medicines or mechanical devices that purport in an offensive or extravagant way, either by illustration or language, to "enlarge the bust," to "improve the figure," to make the fat thinner or the thin fatter, to restore hair to bald heads, to change ugly complexions into beautiful ones, and, in general, to perform any feats that are impossible or may be dangerous. This is not intended to bar toilet preparations of harmless composition, or legitimate massage devices that are truthfully advertised.

2. Any medicine that claims to cure diseases commonly held to be incurable by medicine. This rule also bars indirect claims of cure of such diseases through testimonials or otherwise.

3. Any medical treatment offered free.

4. Any medicine that is known to contain a habit-forming drug of the dangerous class.

5. Any advertisement not falling itself within the prohibition of these rules, but leading to correspondence between advertiser and reader, in which the principle of these rules is violated.

6. Any advertisement that contains extravagant guarantees of cure.

7. Loan shark advertisements.

8. Any sort of text or illustration offensive to good taste, either in character or appearance. This applies to all the class of grotesque, bizarre, or horrible pictures and expressions calculated to shock the reader into attention.

9. Copy that simulates in type, arrangement, or otherwise, the newspaper's own reading matter unless marked as an advertisement.

10. Financial or commercial schemes or enterprises that the newspaper has reason to believe are fraudulent, unsound, or exaggerated.

11. Contests or schemes that apparently offer something for nothing—the prize or premium being dependent upon something being sold.

12. Any advertisement in which the advertiser makes an attack upon a competitor.

13. Classified advertising, regarding the bona-fides of which there is room for reasonable doubt.

Look Out for This Man

A YOUNG MAN using the name of S. D. Johnston, and claiming to be the circulation manager of an Ontario paper, has been defrauding publishers and advertising agencies in Canada and the United States by securing from them small sums of money on drafts and cheques, which are returned by the bank marked "not sufficient funds." This man was for only a short time connected with the paper whose name he is using, and was discharged early in March last, and has not since had any connection with the paper whatever. He is a young man, of good appearance, tall, fair complexioned, quiet and retiring in manner, and in speaking does not pronounce his words very distinctly. Look out for him.

Tentative Program of 56th Annual Meeting of Canadian Press Association

Royal Muskoka Hotel, Muskoka, June 26 and 27, 1914

Sessions of General Association

Friday, June 26.

President's Address.
Report of Executive Committee.
Report of Treasurer.
Report of Secretary.
Report of Postal Committee.
Report of Imperial Press Conference Committee.
Report of Advertising Committee.
Address: "The Promotion of Retail Advertising"—Wm. C. Freeman, New York "Globe."
Address: "Why the Newspapers Should Clean Up Their Advertising Columns."
Discussion: Proposed Standard for the Guidance of Members in the Censoring of Advertising Copy.
Discussion: Amendments to the Constitution.
Discussion: Publication of a National Newspaper Directory by the C. P. A.
Appointment of Committee on Resolutions and Nominating Committee.

Saturday, June 27.

Report of Committee on Resolutions.
Report of Nominating Committee.
Election of Officers and Committee.
Reports of Sections on
(a) Proposal to Eliminate All Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through Recognized Advertising Agencies, and to Enforce Short Rates Generally.
(b) Standards of Newspaper Practice.
(c) Standard Circulation Record and Statement Forms.
Action on above by the Association as a whole.
Reports of Sections on other matters and action by the Association as a whole on recommendations of Sections (if any).
Adjournment of Meeting.

TRADE AND CLASS PRESS SECTION.

Friday, June 26.

"Special Representatives"—Discussion led by P. G. Van Vleet, Manager, "Canadian Implement and Vehicle Trade," Toronto.
"The Art of Rotogravure Printing"—Discussion led by Harry Watts, Secretary-Treasurer Grip, Ltd., Toronto.
"What Use Should be Made of the Front Cover?"—Discussion led by W. G. Rook, President, "Canadian Ladies' Home Journal," Toronto.
"How to Advertise Trade Paper Advertising"—Discussion led by D. O. McKinnon, President the Commercial Press, Ltd., Toronto.
"Building Class Paper Circulation"—Discussion introduced by J. I. Codrington, Circulation Manager, MacLean Publishing Co., Ltd., Toronto.
"How Can Canadian Press Association be Made More Valuable to the Trade and Class Section?"—Discussion led by W. L. Edmonds, Vice-President, Commercial Press, Ltd., Toronto.
"Training the Advertising Salesman"—Discussion led by J. J. Gallagher, Managing Director, Acton Publishing Co., Ltd., Toronto.
"Standards of Practice"—Discussion of standards submitted by the Executive Committee.
Election of Officers and Committees.

Saturday, June 27.

"Standard Circulation Record and Statement Forms"—Discussion of proposed standard forms submitted by the Executive Committee.
"Free Publicity Standards"—Discussion led by J. C. Armer, Vice-President, Commercial Press, Ltd.
"Postal Question"—Discussion led by D. B. Gillies, Manager, "Canadian Grocer."
"Methods of Determining Cost of Advertising to the Publishers of a Publication"—Discussion led by J. B. MacLean, President, MacLean Publishing Co., Ltd.
"The Relation of Farm Paper Editors to Their Readers"—Discussion led by H. B. Cowan, Managing Director, "Farm and Dairy."
"The Class Press as an Influence on Public Affairs"—Discussion led by John A. Cooper, Editor "Canadian Courier."

DAILY SECTION.

Friday, June 26.

Chairman's Address.
Report of Paper Committee.
Report of Labor Committee.
Address: "Co-operation with National Advertisers—How Far Should a Daily Newspaper Go in This Direction?"—J. H. Woods, Calgary "Herald."
Address: "Facts and Figures for the National Advertiser, and How to Get Them Home"—H. A. Robert, "La Presse," Montreal.
Address: "Keeping Track of Space Used on Space Contracts and Enforcing Short Rates"—W. B. Preston, Brantford "Expositor."
Discussion: Proposal to Eliminate all Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through a Recognized Advertising Agency, and to Enforce Short Rates Generally.
Discussion: How Far Should the Newspapers Go in the Direction of Stopping the Abuse of Advertising Agencies Splitting Commissions.
Discussion: Proposed Standards of Newspaper Practice.
Election of Officers and Executive Committee.

Saturday, June 27.

Address: "Cost Systems for Daily Newspapers"—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago. (Mr. Starr has recently installed cost systems in Calgary, Moose Jaw, Regina and Winnipeg newspaper offices, in addition to many in United States.)
Address: "Placing City Subscriptions on the Ten-Cent-a-Week Basis"—A. C. Hunt, Regina "Leader."
Discussion: Standard Circulation Record and Statement Forms Submitted by Executive Committee.
Discussion: What to Keep Out of the Want Ad Columns.
Discussion: The Advertising Audit Association: Should the Expense of Auditing Statements of Circulation be Borne by the Publisher or the Advertiser?
Discussion: The Standardizing of Advertising Agency Instruction Forms.
Discussion: The Tariff on Mats.

"Making the Trade Paper More Readable"—Discussion led by T. B. Costain, General Managing Editor, MacLean Publishing Co., Ltd.

WEEKLY SECTION.

Friday, June 26.

Chairman's Address.
Address: "What It Costs Per Inch to Produce Advertising Space in Our Newspapers, and How and For What Should It Be Sold"—W. E. Smallfield, Renfrew "Mercury."
Address: "How I Would Get Local Retail Advertising for a Town Newspaper If I Were Its Publisher"—John C. Kirkwood, Toronto, Writer of the Advertisements in the C.P.A. Campaign to stimulate local retail advertising in rural weekly newspapers now running in 300 Canadian weeklies.
Address: "Would It Be Advisable or Practicable for the Weekly Newspaper Publishers of a District to Join Forces in Employing a Trained Advertising Solicitor to Serve Them About—So Many Days Each Week or Fortnight?"—Louis Blake Duff, Welland "Telegraph."
Discussion: Proposal to Eliminate All Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through a Recognized Advertising Agency, and to Enforce Short Rates Generally.
Discussion: Proposed Standards of Newspaper Practice.
Election of Officers and Committees.

Saturday, June 27.

Address: "Getting the Local News."
Address: "The Measure of Political Independence Which Weekly Newspapers Should Exercise"—C. H. Hale, Orillia "Packet."
Address: "Keeping Track of Subscribers and Following Up Expirations"—James McLeod, Almonte "Gazette."
Address: "Methods of Building Up Circulation"—F. W. Galbraith, Red Deer "Advocate."
Discussion: Standard Circulation Record and Statement Forms Submitted by Executive Committee.
Discussion: What Can be Done in the Direction of Securing More General Advertising for Weekly Newspapers?
Discussion: Where Should the Line be Drawn in Giving Free Notices to Local Church, Fraternal and Sporting Organizations?

"Editorial Co-operation in Technical and Trade Journalism"—Discussion led by J. J. Harpell, President, Industrial and Educational Press, Ltd.

NEWS OF PRINTERS' ORGANIZATIONS

Printers' Section of Canadian Manufacturers' Association. (In process of formation.) Canadian Cost Commission for Printers (retired April, 1914), acting as organizing committee. W. A. Leskarats, Montreal, Chairman.

Montreal Printers' Board of Trade, Chas. H. Tice, Secretary Manager.

The Master Printers' Association of Montreal, W. Cayford, Sec. Treas.

Association Canadienne des Imprimeurs, Montreal.

Graphic Arts Board of Trade of Toronto, Daniel Baker, Manager.

Master Printers' and Bookbinders' Association of Toronto, H. McBride, Secretary.

Hamilton Master Printers' Guild, A. G. Moore, Secretary.

Winnipeg Printers' Board of Trade, Alvin S. Dunbar, Secretary.

Regina Printers' Board of Trade, A. H. Barker, Secretary.

Saskatoon Master Printers' Association, W. J. Young, Secretary-Manager.

Southern Alberta Printers' Board of Trade, E. Hagell, Lethbridge, Secretary.

Calgary Master Printers' Association, J. D. McAr, Secretary.

Edmonton Master Printers' Association, R. S. Van Pelt, Manager.

Vancouver Printers' Board of Trade, Terence J. Corley, Manager. Victoria Branch United Typothetae and Franklin Clubs of America, J. E. Hildebrand, Manager and Estimator.

The Editors of *PRINTER AND PUBLISHER* would esteem it a favor if their attention is directed to any errors or omissions in the above list.

SASKATOON PRINTERS FORM STRONG ASSOCIATION.

A MASTER Printers' Association was again launched in Saskatoon on Wednesday, May 6, and this time under very favorable conditions. The following offices have signified their desire to make the association a success:—*Star* Job Dept., *Phoenix* Job Print, *Saturday Press*, Norman & Kirby, Auger & Robertson, Western Printing Co., Stationers' Printers, Ltd.

The officers elected were:—President, T. M. Fraser; secretary and manager, W. J. Young; executive, G. W. Norman, E. Auger, J. A. Richards, J. Frost, M. Jones.

Very able assistance was given in perfecting organization by Pierre C. Starr, the cost expert who was in the city installing cost systems for *The Daily Star* and Auger & Robertson.

GOOD RECORDS OF SIX WINNIPEG STUDENTS.

THE Estimating Classes conducted by the Winnipeg Printers' Board of Trade for the season of 1913-14 are closed. The papers turned in by the students have been examined by a committee appointed to do this work, and diplomas have been awarded to six students. Their names and standing are: Geo. Poulton, 93%; F. C. Dromgoole, 92%; W. J. Thompson, 89%; Miss J. C. Ransom, 87%; W. J. Minnis, 86%; J. F. Gledhill, 85%.

The Winnipeg Printers' Board of Trade invited these six students to take lunch with them at their regular lunch, on May 7, 1914, when the diplomas were awarded, and Geo. Poulton, being the highest in standing, was tendered a prize by Clark Bros. Co. to the value of \$10.00, he to select his own prize.

ALVIN S. DUNBAR.

COST CONGRESS BENEFITED TORONTO.

THE recent Cost Congress has awakened considerable interest in the Cost System, and a number of firms are either installing the system or making preparations to do so during the usual summer slack period.

A few new members have been added to the Board of Trade and prospects are good for others, and there is no doubt that the Cost Congress has started many printers thinking along right lines and the inevitable result will be better conditions and greater efficiency throughout the trade.

The lesson taught by "The Revised Proof" has taken hold upon quite a number, and on all sides we hear frequent quotations from the play and references to the truths it taught.

A canvass of the students who attended the Estimate and Cost Classes during the past fall and winter shows that quite a number of them have made good progress and are giving better service to their firms by reason of their studies.

DANIEL BAKER, Manager.

APPLYING THE MADE-IN-WINNIPEG CAMPAIGN TO PRINTING.

THE holding of a "Made-in-Winnipeg" week recently gave the Printers' Board of Trade of that city an excellent opportunity to again present their case to the buyers of printing. After referring to the event and accepting the statement that "if Winnipeg is to grow solidly it must grow industrially," the challenge, for such it is, continues:

"There are employed in the printing and allied industries in Winnipeg, 4,000 persons. These 4,000 employees have an earning capacity of \$2,700,000 annually.

It is estimated that not less than \$1,000,000 worth of work which could be done by Winnipeg printers, who are thoroughly equipped to handle this business, is sent out of Winnipeg every year to add to the industrial growth of cities in the East.

If that work were done in Winnipeg, it would mean the addition of 335 workmen, with their dependents, to the city's population. It would mean the expenditure by these added people of some \$300,000 annually in our city through the ordinary trade channels.

We would ask you to give these facts and figures your attention, and if not yourself the buyer, to instruct that official to give preference to Winnipeg production."

The presentation of statistics of this sort in such a crisp, logical manner, cannot fail to remind many citizens who are zealous for the city's growth that "a bird in the hand is worth two in the bush." Keep the local printing at home—it belongs there.



R. S. VAN PELT.

Who, with his able partner, Mrs. Van Pelt, is the successful manipulator of the Printers' organizations in Edmonton and Calgary.

VAN PELT ON THE JOB AT CALGARY.

THE CALGARY Master Printers' Association has experienced some vicissitudes since it was organized, but, thanks to the determination of R. S. Van Pelt, the manager from Edmonton, the association will live and thrive, despite the setbacks it has experienced during the past six months. At present Mr. Van Pelt is in charge of the office in Judge Travis Building, awaiting the arrival of the new manager.

The history of the Calgary Association is as follows:—In December last, Frank E. Jenks, then the manager, left to take charge of

the Printers' Board of Trade at Albany, N.Y. The association then disbanded, and sold the office furniture. There being no organization, the Calgary printers figured their own work, perhaps cutting prices. This lasted until the end of March, when Mr. Van Pelt, hearing of conditions there, went down, accompanied by Messrs. Esdale, Douglas, McDermid. They landed there in the morning, and in two hours had secured 35 members for a new association, and by the afternoon had the organization perfected and the first week's dues paid.

Arrangements had been made to engage W. Van Hinkle, formerly manager of Victoria Typothetae, but now proprietor of the *Washington Print*, Spokane, to become manager, but owing to the fact that he was not able to dispose of his business immediately, he did not turn up. The association ran along through April without a manager, and conditions were beginning to look bad again. Some of the Calgary members, realizing the danger the association was in without a manager, went over to Edmonton and requested the loan of Mr. Van Pelt until another manager could be secured. Some of the members demurred, but eventually it was agreed to give Mr. Van Pelt a month's vacation in Calgary. Mr. Van Pelt went, but had his own opinion about the vacation side of it. He left his wife, who is an expert printer and familiar with the work, in charge of the Edmonton office.

A new office was secured and furniture, and the work started again. Some difficulty was experienced in getting one or two firms into line, but eventually things were running smoothly. At the time of writing, a letter has been received from Mr. Van Hinkle stating that he is advertising the *Washington Print* for sale, and hopes to be on the job at Calgary before long. Mr. Van Pelt is determined to remain on the job until the other "Van" arrives.

TORONTO MASTER PRINTERS ELECT OFFICERS.

THE Master Printers' and Bookbinders' Association of Toronto held their Annual Meeting on April 30, and elected the following officers: president, Douglas Murray, Murray Printing Co.; vice-pres., Geo. M. Rose, Hunter, Rose Co., Ltd.; secretary, H. McBride, Carswell Co. The treasurer made his report, showing that the finances were in a very good state.

CHANGE IN MANAGEMENT OF VANCOUVER BOARD.

AFTER seven years and three months of faithful service as manager of Vancouver Printers' Board of Trade, John Bedford has resigned from that position and has been succeeded by Terence J. Corley.

Mr. Bedford's resignation took effect April 30 and on the evening of Wednesday, May 13, a farewell dinner was tendered him by the Board, about 30 members being present. On this occasion a resolution was presented to the meeting by the President, A. G. Bagly, and was heartily indorsed. The resolution read as follows:

"Whereas our Secretary-Manager, John Bedford, who has so faithfully served and guided us for so many years, is severing his connection and leaving us, and

"Whereas the Executive Committee in its desire to give some tangible evidence of our regret at his departure, has had a gold watch-chain in the shape of a Printer's Stick made and suitably engraved for him:

"Resolved, therefore, that we hereby most heartily tender to him, with this souvenir, a renewal of the many expressions of goodwill and affection that have so often been made for him, both individually and collectively by the members of this Board, and do assure him of our sincere good wishes for his continued health and happiness. His labor for our welfare; his ability and willingness to help us; his care and certainty in our work; his absolute integrity and honor; his good judgment; his unfailing courtesy, tact and patience in the many trying conditions he has sometimes worked under during the seven years he has been with us, have inspired an admiration and affection for him which will not cease so long as memory remains with us. We hope that he will have many more years in which to radiate his kindly spirit of optimism, charity and goodwill towards his fellow men, and we want him to know that he will always have the friendship and good wishes of every member of the Vancouver Printers' Board of Trade."

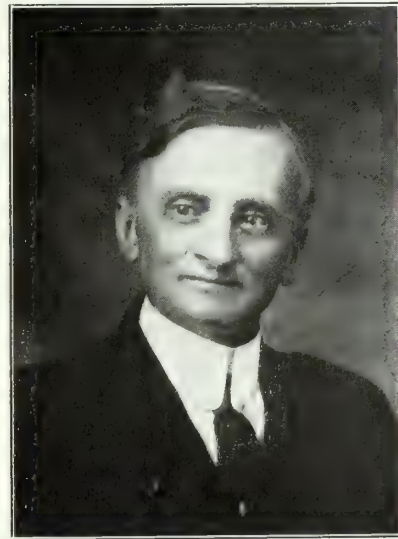
The gift was a solid gold miniature composing stick, specially made to order in Vancouver, and bore the following inscription: "To John Bedford, for Auld Lang Syne, May 13th, 1914. V. P. B. of T." When an opportunity presented itself amid the many complimentary remarks and expressions of regret and good wishes from individual members, Mr. Bedford rose to reply and in a few simple words made clear to the Board his deep appreciation of their kindness and co-operation during his term as manager and thanked the members for the honor they had done him on the present occasion. He concluded by expressing the hope that the future of the organization would be abundantly successful and that its individual members would share in such success.

Mr. Bedford will not leave British Columbia, he having accepted the position of representative in that province for Miller & Richard. His headquarters will be Vancouver.

The new manager of the Board, Mr. Corley, is a resident of Vancouver and has been for several years superintendent of the Thomson Stationery Co. Although Mr. Corley has not previously

had any experience in organization work, he has a good knowledge of the business end of printing, is a thorough accountant and possesses an amiable disposition and an unimpeachable character. It would appear that the Board have made a wise selection in their choice of a successor to Mr. Bedford.

The future of the organization looks bright. The Board is prospering financially and numerically—eight additions to the



JOHN BEDFORD.
Resigned as manager of Vancouver
Printers' Board of Trade.

membership having been made during the first four months of this year. Everything points to a continuation of the pleasant and beneficial relations which have existed heretofore between the printers of Canada's chief Pacific seaport.

NEWS OF EDMONTON MASTER PRINTERS' ASSOCIATION.

THE Edmonton Master Printers' Association, which has had offices at 210 Alexandra Block, are preparing to move into their new offices by June 1. They have a room 20 x 36 feet, in a new building now being built at the corner of Elizabeth and Howard Aves.

The Association are getting out a new price list. While it does not affect the old price list, it is more in detail, and will be easier for the printers to work by. One of the pages which has been considerably altered is reproduced here, reduced about one-half.

BUSINESS CARDS (Round or Square Corners).

Stock	100	Add 100	500	1000	Add 1000	5000	Run 2 up	
							Add 1000	10,000
No. 85, Size 88	\$2.50	\$.50	\$4.00	\$5.00	\$3.25	\$13.25	\$2.50	\$20.00
No. 90, Size 70	2.50	.50	4.10	5.10	3.40	13.75	2.60	21.00
No. 105, Size 63	2.75	.60	4.25	5.25	3.50	14.75	2.70	22.50
No. 115, Size 55	3.00	.60	4.35	5.35	3.65	15.00	2.75	24.00
No. 135, Size 48	3.25	.70	4.50	5.50	3.75	16.50	2.85	25.50
No. 175, Size 36	3.50	.75	5.00	6.00	4.00	19.25	3.00	30.00
No. 125, Gentle	3.25	.70	4.50	5.50	3.75	16.50	2.85	25.00
No. 175, Ladies'	3.50	.75	5.00	6.00	4.00	19.25	3.00	30.00

Based on Stock. Over 5000 cut from No. 400 Stock, 160 lb. for Square Corner only
Two Colors: 500, \$3.00; 1000, \$3.50; add 1000 to 5000, \$1.50 per 1000.
Two Sides: Double above prices, less Stock total
For Round Corners: Over 5000, add 20 % to list

BILLHEADS

No. 10, Wove or Bond (Ruled Stock Pattern).

Stock	250	500	1000	Add 1000	5000	Add 1000	10,000
No. 75 Stock, 54x84	\$3.00	\$3.75	\$5.00	\$2.50	\$13.50	\$2.25	\$24.50
No. 90 " 72x84	3.25	4.00	5.50	2.75	14.50	2.50	26.00
No. 140 " 11x84	3.50	4.50	6.25	3.50	18.25	3.25	32.75
No. 175 " 14x14	3.75	5.00	7.00	4.25	22.50	4.00	40.00

Assorted sizes: Same as full size.
Where quality changes, add difference in cost plus One-third for profit.

One of the revised pages of Edmonton's Selling Price List.

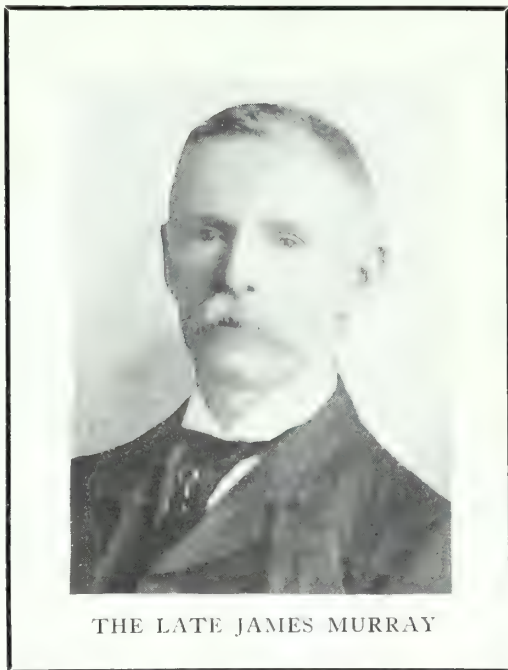
The annual picnic will be held in June, at Military Point, Cooking Lake, where it was held last year.

The printing business in Edmonton has been good since the first of this year. Since an open letter was sent by the Association to the Edmonton Board of Trade calling attention to the fact that Edmonton business houses were purchasing annually \$100,000 worth of printed matter from the East which could be turned out in Edmonton, things have run pretty smoothly. A large amount of work comes in now that formerly went East.

HAPPENINGS OF THE MONTH

Among the Job Offices

The death occurred on May 13 of James Murray, president of the Murray Printing Co., Toronto, following a short illness. He had returned only about two weeks previously from a five weeks' trip to the West Indies, and was at that time apparently in the best of health. Mr. Murray was of the old-fashioned Scottish type, simple of taste, thorough and hard-working, devoted to his business and most loyal to his friends. He was born in Glasgow, Scotland, March 6, 1844, and had thus just passed his 70 years. He served his apprenticeship as a printer with the well-known firm of Blackie & Sons, in Glasgow. He came to Canada in 1868, and did his first work here in the Globe office, under the editorship of George Brown. In 1874 Mr. Murray became manager of the well-known firm of C. Blacket Robinson, the Presbyterian Printing Company, and ultimately formed a partnership with S. J. Moore and the late Jas. L. Morrison, and established the firm of James Murray & Com-



THE LATE JAMES MURRAY

pany, which continued for some time, until he associated himself with his son, John, and founded the firm of the Murray Printing Company, of which he has been president since its inception. Mr. Murray was the first president of the Master Printers' and Bookbinders' Association of Toronto. He was interested in the making of the copyright laws under Sir John Thompson and framed the tariff items dealing with printing.

Wilfrid Therrien, Fils & Co., Montreal, have registered as job printers.

Inglis, Wardle & Brown, job printers, Prince Albert, Sask., are reported to have sold out.

W. T. Allen, of T. C. Allen & Co., printers and stationers, Halifax, is on a visit to Toronto and other cities in the West.

John Pierdon, proprietor of The Printery on Front street, Sarnia, has sold his business to the Canadian Printing Company. He will make his home in Detroit in future.

Dominion Loose Leaf Co. are installing a monotype equipment and making other additions to their plant.

W. H. Curry, formerly with Brown-Searle Ptg. Co., Toronto, has joined the selling staff of Bridgen's, Limited, succeeding Frank H. Greene as city representative.

Ottawa Typographical Union, at its last meeting took up the matter of printing going outside of Ottawa and resolved to take steps leading to its discontinuance.

John H. Wright, of Courtright, at one time a foreman at the Government Printing Bureau, Ottawa, met death by drowning in the St. Clair River at Port Huron. He was 60 years old.

Lowe-Martin Co., Ottawa, have commenced the erection of a \$32,000 reinforced concrete building on Nepean street. The work is making good headway and will be completed about September.

The Victoria Printing Co. have recently opened up in Edmonton; also The Art Press, 627, 2nd street Edmonton. H. R. Butz, proprietor of the latter, has joined the Edmonton Master Printers' Association.

Gordon Harrington, who has been connected with the mechanical department of Windsor *Record* for the past four years, has resigned to engage in business with the Windsor Bindery Co. He is taking an interest in the firm, which has a plant in Walkerville, and will take charge of the printing department.

Ottawa has been overrun of late with traveling card printers. Competition became so keen among them that they were advertising 100 visiting cards for 19 cents.

A. H. Barker has resigned his position as manager of printing and binding for the Leader Publishing Co., Regina, and commenced duties on May 25 as manager of the Herald Western Co., Calgary. N. L. Lance, superintendent of the Leader job department, has been promoted to the position of manager, in succession to Mr. Barker.

The Montreal delegation who attended the Third Canadian Cost Congress held in Toronto last month, consisted of Messrs. W. A. Desbarats, Desbarats Printing Co., Limited; Gain E. D. Corneil, C. R. Corneil, Limited; T. A. Tod, Federated Press, Limited; Jas. Sutherland, C. F. Dawson, Limited; J. L. Royer, *La Patrie* Publishing Co., Limited; B. F. Brown, B. F. Brown & Co.; Wm. H. Flawn, S. B. Foote & Co.; F. J. Twilley and Percy Scott, Lion Press; Emile Rolland, Modern Printing Company; Chas. E. H. Phillips, Morton-Phillips & Co.; Miss K. Finn, Southam Press, Limited; S. A. Paquin; and Chas. H. Tice. All the delegation were most satisfied with their trip, and the information they gained amply repaid them. A number of orders have been received for electros and blanks of the Standard Cost System since the Congress.



With the Newspapers

NEWFOUNDLAND.

E. J. Penney, of St. John's, is publishing a monthly magazine named the *Avalonian*, which is meeting with considerable success.

Most of the Newfoundland papers have opened subscription lists for donations towards the distressed in the recent sealing disasters of this country, and up to the present writing over one hundred and fifty thousand dollars have been acknowledged.

The *Fisherman's Advocate* and the *Daily Mail* of St. John's have affiliated and are now being published as the *Mail and Advocate*, published daily with a Saturday's issue to take the place of the former *Fisherman's Advocate*. Dr. Mosdell's name has been dropped from the imprint.

St. John's *Plain Dealer* has changed hands. It has been taken over by W. J. O'Neill, a native of that city. Mr. O'Neill has had some six years' experience in local journalism, principally as reporter on the dailies. Some other changes are to take place, but arrangements are not yet finalized.

Dr. Lloyd, editor of the St. John's *Evening Telegram*, and Hon. J. Alex. Robinson, editor-in-chief of the St. John's *Daily News*, have been appointed members of a Commission to investigate and inquire into all matters relative to the General Hospital of that city; the other commissioner is Hon. M. P. Gibbs, one of the proprietors of the *Western Star*, of Curling.

J. W. Whithers, editor and proprietor of the Newfoundland *Royal Gazette*, published at St. John's, who has been very ill in England the past month or more, left Liverpool the first week in May on his way home, coming by way of Halifax. Mr. Whithers, who was accompanied by Mrs. Whithers and their daughter, Mrs. Colville, has fully recovered from his recent illness.

MARITIME PROVINCES.

J. L. Roberts, who has had considerable experience in news and editorial work in England, has joined the staff of *St. John Daily Telegraph*.

The news and editorial writers of the four *St. John* dailies, *Standard*, *Globe*, *Times* and *Telegraph*, have formed a baseball team, and recently defeated the local theatrical stock company players by a score of 10 to 9.

Wallace Broad, of *St. Stephen*, has taken over the plant of *St. Andrews Beacon*, formerly conducted by R. E. Armstrong, who is now Secretary and Industrial Commissioner of *St. John* Board of Trade. The publication of the *Beacon* will be resumed by Mr. Broad during June. Of his successor, Mr. Armstrong writes: "He is a tyro in newspaper work, but he is a cultured and well informed man and will make a valuable addition to the profession."

QUEBEC.

F. Bonhomme & Co., publishers, Montreal, have registered.

The Legal Publishing Co. of Canada, Montreal, has been incorporated.

Charles Henry Stephens, K.C., an ex-newspaperman, died at Montreal, May 2.

For one coupon and 50 cents, *Sherbrooke Record* offers its readers a Union Jack 48 x 32 inches.

Miss Lola Stevenson has joined the staff of the society editor of *Montreal Herald and Telegraph*.

David William Telford, of the proof-reading staff of *Montreal Star* for the past 18 years, died on April 29 in his 72nd year.

Taylor and Thos. Hyslop are two recent additions to *Montreal Herald* reporting staff. Hyslop is a young Scotsman from the *Dumfries Courier*.

Leslie M. Roberts, son of John H. Roberts, of the Dominion Alliance, has joined *Montreal Herald and Telegraph* as assistant sporting editor.

Walter H. Gordon, city editor of *Montreal Gazette*, has gone to the *Journal of Commerce* as news editor. He is succeeded by his assistant, Burgoyne.

The Canadian Division of the Institute of Journalists met at Montreal on May 7 to determine whether to continue or not, and decided in the affirmative.

Geo. Hannah, assistant telegraph editor of *Montreal Herald and Telegraph*, has gone to the *Journal of Commerce* to take charge of the insurance feature. C. T. Cullinan succeeds him.

Mr. and Mrs. James Hartley, of Montreal, are at present on their way through Western Ontario in their walking trip round the world. Five years is the time allowed, \$10,000 is the prize and *Montreal Mail* is the donor.

Godfroi Langlois, member of the Provincial Legislature for St. Louis, Montreal, has been appointed representative of Quebec in Belgium. Mr. Langlois is the owner of *Montreal Le Pays*, lately placed under the ban by Archbishop Bruchesi, because of its advocacy of compulsory education in Quebec. It is understood that *Le Pays* will now discontinue publication.

The marriage took place quietly at Montreal on Friday, May 1, of Miss Avis Ingalls, daughter of Mr. and Mrs. Allen G. Ingalls, of Laprairie, P.Q., to Frank Dennett Nutter, son of the late John A. Nutter and of Mrs. Nutter, of Montreal. Miss Ingalls was one of the society editors of the *Herald and Telegraph*. Mr. Nutter is a well-known newspaper artist, formerly on the *Herald*.

ONTARIO.

Aylmer Express is installing a new cylinder press.

Smith's Falls *News* has installed a rebuilt linotype.

Havelock *Standard* has changed from 5 to 6 columns.

Lindsay *Daily Warrier* celebrated its 6th birthday on May 1.

J. A. MacLaren has disposed of the *Bradford Witness* to John Rogers.

Pembroke *Observer* recently installed a larger and heavier newspaper press.

J. Coram, editor of *Drayton Advocate*, is slowly recovering after a year's illness.

Robert Meek, editor of *Kingston Whig*, has been on a visit to Western Canada.

Berlin *News-Record* issued a Greater Berlin edition of 48 pages, profusely illustrated.

Toronto *World* is using a book called "The Garden" as a spring circulation builder.

Harry J. Shore, formerly of Ottawa, has purchased Port Colborne *Times* from F. L. Riggins.

The *Dry Goods Record*, published by the James Acton Pub. Co., Toronto, has discontinued publication.

Brantford *Courier* gave \$80 cash and a season ticket to the ball game in a baseball guessing contest.

Canadian Sporting Life is a new weekly, 16 pages, 9 x 13, published at 26 Lombard St., Toronto. P. L. Brown is editor.

Berlin *News-Record* has purchased a 16-page newspaper press from R. Hoe & Co. which it expects to have installed June 1.

Prescott *Messenger* is now publishing from its new building at 17 Water street, just around the corner from the old premises.

Lou E. Marsh, sport writer on *Toronto Star*, was a passenger in a hydro-aeroplane which flew from Toronto to Hamilton in 32 minutes.

Ottawa *Journal* recently issued a special "Greater Ottawa Edition," replete with illustrations and carrying a heavy advertising patronage.

W. A. Shaw, proprietor of *Tilbury Times*, received \$2,005 for damage by fire to building and \$974 for damage to printing office and stock.

S. Stahl has purchased the Coulter Block at Haileybury and will make the necessary alterations so that it will be suitable for use as a printing office.

H. J. P. Good, sporting editor of *Montreal Mail*, and the oldest sport writer in Canada, is recovering after a serious operation at Western Hospital, Toronto.

J. Vernon McKenzie, a Montreal newspaperman, has been appointed to the secretarial staff of N. W. Rowell, K.C., leader of the Opposition in the Ontario Legislature.

Welland Telegraph has reprinted in booklet form for complimentary distribution, a number of cartoons which have appeared in that paper, the work of Clayton Duff.

E. Zeller, *Zurich Herald*; H. A. Van Dusen, *Tara Leader*, and W. R. Givens, *Kingston Standard*, will, it is understood, be candidates in the coming provincial election.

Two circulation contests are under way in Owen Sound. The *Sun* is offering eight trips to New York and Bermuda, while the *Times* is offering a player piano and several other prizes.

Goderich *Signal* is conducting a subscription contest, offering free trips to young ladies of Goderich and Huron counties to Niagara Falls, Thousand Islands, New York City and Bermuda.

A. W. Roebuck, the editor and proprietor of the *Temiskaming Herald* in New Liskeard, was unanimously chosen on May 5th by the Liberal Party of Temiskaming as their candidate in the coming provincial election.

The Commercial Press, Limited, Toronto, have purchased from E. M. Wilcox, Limited, the following trade papers: *Motoring and Motor Trade in Canada*, *Motor Cycle Journal* and *Bicycle Review*, *Good Roads of Canada*.

St. Thomas Times has ordered a Hoe 24-page press and stereotyping plant. A two-storey addition to the building will be made in order to increase the space available in the pressroom and give needed room on the other floors.

H. S. Cameron has resigned as editor and manager of the *Kenora Examiner*, and his successor, Peter Wilson, of the *Wingham Times*, has taken charge. Mr. Cameron has been engaged as traveler by Clark Bros. & Co., Winnipeg.

Carleton Place *Central Canadian* has changed hands. F. A. J. Davis, until recently editor of *Westmount News*, Montreal, has purchased the paper from Ernest V. Barber, who is retiring from journalism for the present on account of ill health.

The typographers on *London Advertiser* struck for a few hours on May 19. The dispute arose over wages paid to the night shift, the matter having been pending since the *Morning Advertiser* was inaugurated, some months ago. It has now been amicably settled.

Joseph Wilson, who has been associated with his brothers, Leslie and Stanley Wilson in the business of the *Sentinel-Star*, Cobourg, since the death of their father, the late Isaac Wilson, has severed his connection with that paper and returned to Wilmette, Ill.

C. C. Farr, former editor of the *Haileyburian*, has sold out his paper in Haileybury to a syndicate of business men. The paper will be edited in the future by Carleton C. Green, formerly of *Cobalt Nugget*. Mr. Farr is one of the pioneers of New Ontario and is noted for the originality of his writings.

Owen Sound *Sun*, with the co-operation of the merchants, held a very successful Dollar Day on May 7. It was a record day for retail business in that town and the *Sun* secured much extra business. A feature was the "Mysterious Miss Dollar," who kept the crowd in pursuit until nearly 5 p.m.

The *Home Mission Pioneer* and the *Foreign Mission Tidings*, heretofore published independently by the W.H.M.S. and W.F.M.S. of the Presbyterian Church, will be combined and issued as one journal, probably under the name of "Missionary Magazine" The *Tidings* is 38 years old and has a circulation of 27,500.

It is announced that Ottawa *Le Temps* has been purchased by A. E. Rea, of the A. E. Rea Company, and will be conducted as a Government organ. It has hitherto been Liberal in politics. The managing editor will be M. Chaput, at one time on the staff of *Le Soleil*, of Quebec. Maurice Arby, who was managing editor of *Le Temps*, will, it is understood, manage another Conservative paper, to be known as *Le Federal*, and to be started within a few months. A later report from Ottawa announces the incorporation of the Times Pub. Co., of Ottawa, Ltd., the intention being to publish a new daily shortly. A. E. Rea and Emmanuel Tasse are among the incorporators.

MANITOBA.

Miss E. Cora Hind, of the Winnipeg *Free Press*, has returned from a six months' trip to the Pacific Coast.

J. W. Miller, who has been connected in several capacities with the circulation department of the *Manitoba Free Press*, Winnipeg, during the past eight years, the last three years as circulation manager, has resigned. Mr. Miller will hereafter devote his time to his private interests.

SASKATCHEWAN.

Yorkton *Times* has suspended publication.

Small Bros., of Prince Albert, have purchased *Langham Ledger* from H. J. Wilson.

R. J. Waters has succeeded C. H. Jackson as editor of *Hanley Herald*. H. F. Garrett is the owner of the paper.

L. F. North, lessee of *Langham Weekly News* from Frank S. Rouleau, has been seriously laid up with inflammatory rheumatism during the month.

A new paper will be started at Northgate, a new town on the G. T. P. line at the international boundary. The venture is being made by J. A. Gault.

Saskatoon *Phoenix* commenced on May 2 to sell their paper to city subscribers through newsboys on the same basis as Winnipeg *Free Press* and *Telegram*, and the Regina papers. By this plan, the city subscription rate is increased to 10 cents per week straight.

J. P. Gordon, for the past seven years, proprietor and editor of *Alameda Dispatch*, has sold out to G. J. Dorman, late of Winnipeg. Mr. Gordon will spend part of the summer in Ireland and will then return to Alameda and devote his time to other business interests.

Frank S. Rouleau has taken over the *Rosthern Enterprise* from S. T. Willoughby. The new owner has moved the plant and equipment and the German newspaper *Die Deutsche Presse* from Langham to Rosthern and is printing the same at the office of the *Enterprise*. The new German paper promises to be a big success in the new field.

E. F. Boddington, who has been for a year general manager of the Saskatchewan Publishing Company, Regina, has resigned his position, consequent upon ill health, which forces him to seek another climate. W. H. Roper, who was recently appointed manager, will assume all of Mr. Boddington's duties except those related to the editorial department, which will be under the charge of W. L. MacTavish, as editor-in-chief. J. C. Taylor, news editor, has resigned and gone east. Frank Burke, formerly of *Ottawa Journal*, is now day editor.

ALBERTA.

Athabasca *Northern News* has installed an Intertype.

C. C. Stuart has resigned as editor of *Carlstadt News*, and is now with *Gleichen Call*.

The *Tribune* is a new weekly published at Lamont by A. E. Larkins. It is at present printed at the office of Fort Saskatchewan *Conservator*.

Calgary *Standard* for May 23 was edited by Rev. D. R. Sharpe, a local Baptist preacher. The *Standard* offered to pay the bills for a week if a local minister would act as editor-in-chief.

Calgary Weekly Guide is a weekly, in magazine form, containing useful information of many varieties and much advertising, distributed free. It has the approval of Calgary Ad. Club.

An athletic association has been formed by the staff of *Edmonton Journal*, which numbers about 100. M. R. Jennings is honorary president. The *Journal* athletes will enter teams in several branches of sport.

R. W. Lipsett, who was for two years connected with *Calgary Herald*, has commenced publication of a weekly newspaper at Banff. It is called the *Rocky Mountain Courier* and the first issue, which appeared on May 1, consists of 6 pages, and contains much local news of Banff and vicinity.

C. W. Niemeyer, in charge of the cut room, and Saturday editor on the *Edmonton Journal*, was married on Tuesday, April 28, to Miss Liston, of Salem, Ore. The couple spent their honeymoon at Yellowhead Pass, Alta. The *Journal* staff gave Mr. Niemeyer a present on his departure.

Canadian Standard Magazine, Calgary, has purchased *The Homestead*, of Edmonton, and has taken over its entire circulation. The publishers of the *Canadian Standard Magazine* have decided to change its name, owing to possible confusion with another publication of a similar title. \$300 is offered in prizes for a new name.

Geo. Broadley, editor of *Castor Advance*, has severed his connection with that paper, and will leave for the Peace River district shortly, to engage in newspaper work, if a suitable location can be secured. Mr. Broadley wields a trenchant pen and will stir things up in the north country. The *Advance* will be conducted by the owner, Frank Whiteside, M.P.P.

Another frontier town is to have a newspaper. Charles W. Frederick, as organizer and manager of the *Record Publishing Co.*, has completed arrangements for the publication of the *Record* at

Peace River Crossing. The *Record* will be published weekly and will be the most northern newspaper in Alberta.

BRITISH COLUMBIA.

Kamloops *Sentinel* is putting in a No. 5 linotype.

Walker Press, Enderby, has installed a model K linotype.

Stewart *Portland Canal Miner*, P. F. Godenrath, publisher, was burned out in a disastrous fire which visited Stewart on May 14.

F. E. Gigot, late of the business office staff of *Nelson Daily News*, has accepted a position as business manager of *Revelstoke Mail-Herald*.

The plant of *Revelstoke Mail-Herald* was damaged by fire to the extent of about \$5,000, fully covered by insurance. The cause of the fire is unknown.

Fred Young, proprietor of *Kamloops Standard*, was accidentally killed on May 10 while overhauling some guns, in anticipation of holiday arrangements.

Revelstoke Review, the new paper established by the Review Publishing Co., with W. H. Buchanan editor and manager, has added a model 15 linotype.

A. R. Boddington, editor and manager of *Trail News*, left the latter part of the month for a two weeks' visit to Saskatchewan, where it is possible he may locate.

Business conditions in the Okanagan Valley are reported to be, on the whole, very fair, with collections slow. None of the offices in the valley are adding to their staffs.

A. M. Beveridge, formerly connected with Victoria papers and lately of North Dakota, has returned to British Columbia and is now night editor of *New Westminster News*.

New Westminster News commenced the publication of a "Buy-at-Home" page May 14th. A series of special articles on the benefits of patronizing home merchants will be run once a week for fourteen weeks. The advertising patronage is good.

The Prospector Publishing Company, Limited, of Cranbrook, has been incorporated. The new company, with a \$20,000 capital is being formed for the purpose of taking over the present *Prospector* plant and the Cranbrook Job Printing Office. A. E. Watts and E. H. McPhee are president and secretary respectively.

R. G. Scruton, formerly editor of *Revelstoke Mail-Herald*, is now on the staff of *Revelstoke Review*, a paper recently started by W. H. Buchanan, formerly of Chase. J. K. Johnson, who was associated with Mr. Scruton as business manager of the *Mail-Herald*, has gone to Nanaimo, where he is establishing a daily labor paper, which will be the first of its kind in Canada.

E. G. Rooke, for the past five years news editor of *Nelson Daily News*, and previous to that engaged for a number of years in newspaper work in Winnipeg, Edmonton and Port Hope, Ont., has taken over the managing editorship of *Revelstoke Mail-Herald*, which he has rejuvenated following the recent fire in the plant, and is now publishing one of the best semi-weekly newspapers in British Columbia.



Special Committee in Charge of Imperial Press Conference

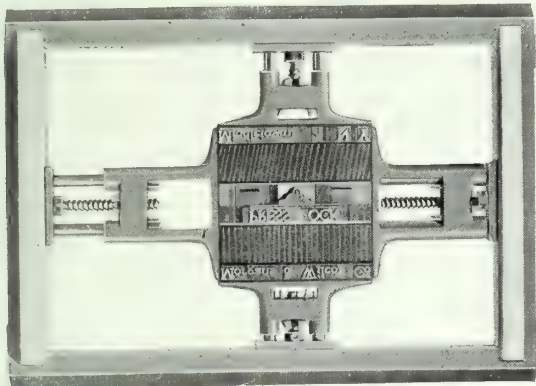
The following is the selection for the Special Committee in charge of the Second Imperial Press Conference, to be held in Canada in 1915:

Sir John Willison (Chairman), *Toronto News*; J. E. Atkinson, *Toronto Star*; J. F. MacKay, *Toronto Globe*; W. J. Douglas, *Toronto Mail and Empire*; W. F. Maclean, *Toronto World*; Senator Wm. Dennis, *Halifax Herald*; G. Fred. Pearson, *Halifax Chronicle*; Chas. C. Blackadar, *Halifax Recorder*; E. W. McCready, *St. John Telegraph*; Richard O'Brien, *St. John Globe*; H. V. McKinnon, *St. John Standard*; Frank E. Carrel, *Quebec Telegraph*; D. Watson, *Quebec Chronicle*; H. d'Hellencourt, *Le Soleil*; Sir Hugh Graham, *Montreal Star*; Hon. W. S. Fielding, *Montreal Financial News*; Smeaton White, *Montreal Gazette*; M. E. Nichols, *Montreal Mail*; L. J. Tarte, *La Patrie*; Hon. T. Berthiaume, *La Presse*; J. S. Brierley (c/o "Canada," Kingsway, London, England); George H. Ham, *Canadian Pacific Railway*; H. R. Charlton, *Grand Trunk Railway*; P. D. Ross, *Ottawa Journal*; E. Norman Smith, *Ottawa Free Press*; W. M. Southam, *Ottawa Citizen*; J. M. Dafeo, *Winnipeg Free Press*; W. L. Roblin, *Winnipeg Telegram*; R. L. Richardson, *Winnipeg Tribune*; W. F. Kerr, *Regina Leader*; Hon. Frank Oliver, *Edmonton Bulletin*; J. H. Woods, *Calgary Herald*; Walter Nichol, *Vancouver Province*; John Nelson, *Vancouver News-Advertiser*; J. S. H. Matson, *Victoria Colonist*; H. B. Donly, *Simcoe Reformer* (President of C.P.A.); W. M. O'Beirne, *Stratford Beacon* (First Vice-Pres. C.P.A.); W. E. Smallfield, *Renfrew Mercury* (Second Vice-Pres. C.P.A.).

TRADE NOTES

SAVING TIME IN LOCK-UP.

TO ENABLE the printer to reduce to a minimum the time spent in lock-up and insure a safe, square and solid lock-up at all times, Morgan & Wilcox Mfg. Co., Middletown, N.Y., claim was the reason they designed their Patent Job Locks, which are virtually a combined furniture and quoin. These patent job locks



Saving time in lock-up with the Patent Job Lock

were designed chiefly for use in job chases, but can frequently be used to good advantage in cylinder press forms. Notice by the illustration how the locks are placed around the form. They are then pulled out till they fill the chase and tightened by a turn of the screw. Either end of the lock can be used against the matter, and each lock nearly doubles its length when fully extended, but can be held at any point by the self-acting dogs. When extended, the lock may be returned to its smallest capacity by simply pressing on the two small lugs, which release the dogs and permit the plunger to be instantly returned without the slow process of turning back the screw. The special screw, as will be noticed, acts both as a screw and a ratchet; a combination which the manufacturers claim secures the greatest simplicity and efficiency in operation.

120 MINUTES TO THE HOUR.

THAT'S the way the manufacturers speak of the advantages of the "Bailey" Perforator—a little device for attaching to any style striker pen machine, which enables the printer to do his ruling and perforating at one operation. The "Bailey" Perforator, when attached, does not interfere in any way with the working of the ruling machine, and will not injure the cloth. A post card to the sole Canadian agents, J. L. Morrison Co., 445-7 King St. West, Toronto, will bring more complete information and descriptive circulars.

HUMANIZING NEWSPAPER ADS. AND THE PRINTER'S PRODUCT.

THE FIRST duty of any advertisement should be to arrest attention. If your ad., because of its artistic typography and human interest creates a favorable first impression, it will get by the barriers of indifference to the mind of the reader, where your copy can tell its story. Will Bradley, the well-known artist and designer, whose studio is at 131 East 23rd St., New York, says: "Tickle your type and make it smile." And to help the printer to this end, he is offering an art service to printers, which he claims is unique in character and broad in scope. The service comprises a range of hundreds of specially designed illustrations,



borders, ornaments, head-pieces, tail-pieces, decorators, etc., that can be supplied the printer in any size and number of colors and probably several different styles of reproduction. This service covers illustrations suitable for any line of business from the cobbler to the jeweler. A couple of single color illustrators are reproduced herewith. A wide range of delicately conceived catalogue and booklet borders, cover designs and illustrations are contained in an interesting little booklet issued by Mr. Bradley.



Exhibit of Mergenthaler Linotype Co. in the Waldorf-Astoria during the recent Printing Exposition in New York.

BARBER-ELLIS AT CALGARY.

UNDER the name of Barber, Ellis & Davis, the well-known envelope makers and paper dealers, Barber Ellis have entered the Calgary field, a warehouse having been opened on 9th Avenue. Mr. Davis is a local business man and will manage the Calgary branch.

IMPORTANT CHANGES IN THE PERSONNEL OF JOHN DICKINSON & CO., MONTREAL.

THE many friends of M. P. Barton Smith, the genial manager of the Canadian branch of John Dickinson & Co., Montreal, will regret to hear that he is leaving the Montreal office to take charge of the branch at Cape Town, South Africa. Mr. Barton Smith is by no means a stranger in South Africa, as some time ago he represented the firm in Johannesburg, and has also been connected with the office in Sydney, N.S.W. Mr. Barton Smith is succeeded in the Montreal office by Mr. W. H. Batty who formerly represented John Dickinson & Co. in London and Bombay.

HAMILTON STEEL FURNITURE AT THE NEW YORK EXPOSITION.

ONE of the most interesting exhibits given at the recent Printers' Exposition in New York was that of the Hamilton Mfg. Co. with their new steel composing room furniture. This exhibit gave thousands of printers an opportunity to examine critically the construction, finish and practicability of this furniture.

Among the most interesting articles shown at the exhibit were the following:

New sectional sort cabinet with steel frame and steel boxes. An entirely new idea for storing sorts, which requires practically no floor space and is most convenient and systematic.

Bullen steel adjustable chase rack which can be arranged to accommodate any size of chase from the smallest Gordon press chase up to the largest one required for a cylinder press. This rack is also a big space saver and offers a further advantage, which was ably demonstrated at the show—namely, that the chase is held both top and bottom from the time it enters the rack, thus making impossible any damage to forms, which is so likely to take place in a rack which guides the chase at the floor only.

The new Hamilton system of unit construction for both job and newspaper offices was clearly demonstrated in several of the articles exhibited, and was further explained by a large broadside which illustrated the construction of articles—make-up tables, etc., by the unit system. A copy of this folder, we understand, will be mailed on request to inquiring printers.

One very unique part of the exhibit was a steel cut cabinet finished in an almost perfect imitation of mahogany; in fact, it was only when visitors tested it out with their knuckles that they were able to tell it was not wood.

The Hamilton Mfg. Co. issued and distributed at the show a very handsome booklet entitled "The Age of Steel." Those who were not fortunate enough to secure a copy of this booklet at the show can secure one by writing the Hamilton Mfg. Co. direct.

THE LINOTYPE AT THE RECENT EXPOSITION

THE linotype exhibit of multiple machines given in the east room of the Waldorf Astoria during the recent exposition in New York fell in for considerable attention on the part of those attending the show. Several machines were on exhibit here, including the Model 14, Model K, Model 4, Model 8 and Model 9. Model 14 differs from the fairly well-known Model 8, three-decker, in that it carries an auxiliary magazine placed to the right of the regular magazine and operated from a special keyboard of twenty-eight keys.

In this auxiliary magazine can be carried a complete cap font or two sets of display figures for newspaper work, and for book work, the magazine can be equipped to carry caption heads, side heads, accents, miscellaneous special characters, etc.

But probably the most interesting part of the exhibit was that showing a great quantity of small ads., single and double column, and miscellaneous odd lines which were produced by one operator on a Model 9 in the regular course of business during the week and which we understand appeared in the Sunday issue of the Brooklyn *Eagle* of April 19th. This string of ads. when pasted together, extended nearly thirty feet.

Among the linotype machines recently installed in Canadian printing and publishing plants the Model 5 seems to be a great favorite. Following is a few who have recently installed this model:—

High River (Alta.) *Times*, Maritime Publishing Co., Sussex, N.B., Sault Ste Marie (Ont.) *Star*, Catholic Register, Toronto, Chatham (Ont.) *News Record*, S. A. Hynd Co., a new job office recently started in Calgary, Alta., Montreal *Daily Eagle*, Amherst (Ont.) *Record*, Montreal *Evening News* (2), Le Soeil de l'Ouest, Winnipeg. The Model 8, three-decker has been installed in the following offices: Progressive Printing Co., Edmonton, Alta., *Alberta Herald*, Wetaskiwin, Alta., Hal B. Donly, Simcoe (Ont.) *Reformer*, Union Publishing Co., St. John's, Nfld. The Welland *Telegraph*, Grimsby *Independent*, and *Le Temps*, Ottawa, have each installed the Model K.

RECENT MONOTYPE INSTALLATIONS.

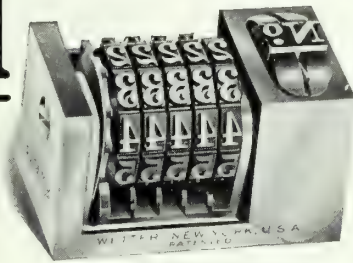
AMONG the Canadian printing and publishing plants to instal the monotype outfit recently are the following: Southam Press, Ltd., Montreal, Montreal *Gazette*, Montreal *Financial Times*, Mortimer Co., Ltd., Ottawa, Dominion Printing & Loose Leaf Co., Ottawa, Welland, Ont., *Tribune*. Willmore Bros., Victoria, B.C., and Dominion Government Printing Bureau, Ottawa, installing four additional monotypes, making a total of seventeen machines.



The Hamilton Steel Exhibit at the Recent New York Exposition.

THE Pica Model

**"No" Slide is Removable—
Ciphers Print Plainly—
1/8 inch shorter than others—
Made entirely of Steel.**



Size 5 1/4 x 9 Picas.

for use on Printing Presses to Number and Print at One Impression. They are of the Wetter high standard, fully guaranteed. The few dollars you invest will return to you many times during the year. Adopt the Wetter way and get the orders that the other printer is capturing.

Nº 12356
FACSIMILE IMPRESSION

\$5

SOLD
BY

ALL DEALERS

WETTER NUMBERING MACHINE CO.
255-261 Classon Avenue, Brooklyn, N.Y., U.S.A.

Pica Model 1—5-wheel \$5
Pica Model 2—6-wheel \$6

EIGHTIETH BIRTHDAY OF RICHARD BROWN.

"Many happy returns to Richard Brown. Still hale and hearty, the president of the well-known firm of Brown Bros., manufacturing stationers and bookbinders, Toronto, celebrated on May 13, the eightieth anniversary of his natal day. It was in 1846 that Richard Brown came to this country with his father, two sisters and six brothers, and two years later he commenced to learn the trade of printer. To-day he still takes an active interest in the business, and goes regularly to his office.

It was in the year 1856 that Mr. Richard Brown, now well-versed in all the details of the trade, joined his brothers in business, and from that time to the present his interest and activity has been unbroken. The first premises of Brown Bros. were on the site now occupied by the King Edward Hotel. They have recently moved into the large five-storey brick building at the corner of Simcoe and Pearl streets, formerly owned and occupied by Rolph, Clark Co.

THE LATEST IN SPACING MATERIAL.

"Nuled," the product of the Nuled Manufacturing Co., Norristown, Pa., is the latest improvement in spacing material and should, undoubtedly, prove a great boon to the printer. The manufacturers claim Nuled is 500 per cent. lighter than lead and is therefore not only easier on forms, but less expensive. It is hard and solid and yet can be bent and used for curved lines, ovals, etc., and instantly reused in straight forms with absolute safety. The manufacturers will be pleased to send anyone interested descriptive matter of this new spacing material.

NEW WASTE PAPER COMPANY FOR MONTREAL.

The General Paper Stock Co., is the name of a new waste paper concern recently opened up at 274-290 Wellington St., Montreal. Mr. E. Pullan, probably the largest paper stock dealer in Canada, is extensively interested in the new concern, which will be conducted under his supervision. Mr. Pullan assures his many friends and customers in Montreal and east the same prompt service and satisfaction as at the Toronto house.

NOVEL ADVERTISING SOUVENIR.

PRINTER AND PUBLISHER was pleased to receive recently a box of playing cards from Sinclair & Valentine Co., Toronto, this being a souvenir which they are distributing to their customers and friends in the trade. The cards are of high quality and finish and the backs are used as a reminder of the quality of Sinclair & Valentine's lithographic and letterpress inks.

THE STERLING THREE-COLOR PRESS.

A press that got a great deal of attention on the part of visitors to the Printing Exposition in New York this year was the Sterling Three-Color Rotary Press, manufactured by the Printing Machinery Co. of Cincinnati. It is now built in two sizes, 36 x 38 3/4 and 36 x 44 3/4, and is so arranged that the third color can be added at any time without moving the press from its foundation. The makers emphasize this feature as making possible economic business expansion, and they point out also that its fountain trip gives entirely uniform inking throughout the job. It is equipped with a registering and plate-holding device. The ink distribution is so thorough that the claim is made for this press that slip-sheeting is almost entirely done away with, besides effecting a considerable ink saving. This press delivers sheets printed side up requiring no adjustment and is always set for any size sheet.

Pressmen from different shops operating the Standard Automatic Job Press competed for prizes at the New York Printing Show, this being the method adopted to demonstrate the value of the Standard Automatic on short runs.

Among the new machines shown this year was the Productograph, exhibited by Slocum, Averam and Slocum. This machine is an ingenious device which keeps tab on the productive time of any machinery which is governed by units of impression.

An interesting exhibit in the booth of the Latham Automatic Registering Co., at the New York Show was the Latham tilting truck with revolving top. The object of the revolving top is to permit of two sizes being presented to the rear end of the press between the frames. Hence a 40" or 60" top may be placed between the frame. The 40" or 50" way thus makes the truck adaptable to any size form for which a truck would be necessary. This saves time and expense in transferring heavy forms from stone or register table to the press. It is argued that by its use it is not necessary to lock a form so tight that the chase is sprung and damaged.

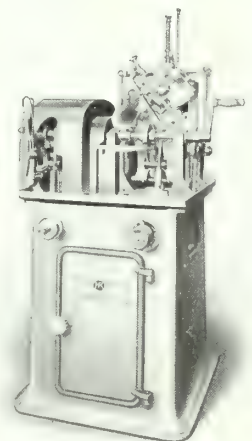
Another machine shown at the same exhibit was the Latham lining and registering table with oil feed attachment. The object of this machine is to align, space and register forms on the lining table, which work is usually done on the cylinder press at a much greater cost of time and material.

An interesting feature of the exhibit of the Latham Automatic Registering Co. at the New York Printing Show was the demonstration of the Latham Standard Plate Mounting System. The parts are standard and interchangeable so that it can be quickly enlarged or reduced by use of different sections to fit any form. It dispenses with quoins, thus increasing the printing surface from three to five inches. It utilizes all of the printing surface of the press because the chase itself being base-high, forms a part of the bed. By the use of extension catches, plates may be mounted clear out to the bearers of the press. An advantage of supreme importance is the positive action of the screws against the steel side sticks, which rest on a chamber, where a part of the frame is cut away, making a perfectly secure lock-up.



NEW SPECIMEN BOOK OF UNIVERSAL TYPE CASTER FACES.

ANY Canadian printer interested in type-casting machines would do well to secure a copy of the new specimen book of Universal type faces recently issued by the Universal Type-Making Machine Co., 321 North Sheldon St., Chicago. The list comprises over a thousand different fonts of matrices, including the ever-popular Caslon and Cheltenham families, Century Old Style, Bookman, etc., together with Gothics, Text and Typewriter letters. Numerous up-to-date borders are also displayed, together with corner pieces, accents and special characters. We believe the Universal Type-Making Machine Co. will be pleased to send a copy of this well-bound specimen book to any printer interested in casting his own type.



"It Can't be
Done"

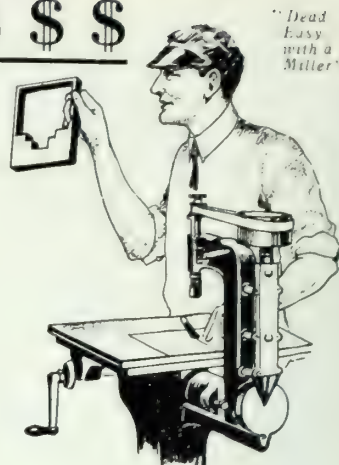


Are you getting the \$ \$ \$

IT isn't the 10c, 15c or two-bits that you pay for a mortise when "sent out" that costs you **real money**—it's the "fixing" when it comes back. **Time lost** going, staying, returning. Let's put a Miller Saw on your floor for 30 days. **Speediest mortising machine made.** Walls true as a die. Right the first time.

*Puts pep in your men and
pelf in your pocket*

Miller Saw-Trimmer Co. Point Bldg.
Pittsburgh, Pa.



"Dead
Easy
with a
Miller"

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

*PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES*

92 McGill Street, Montreal

'Phone Main 1892

Ask for free copy of my Price List of Commercial Printing

Wilson-Munroe Co., LIMITED TORONTO

WE MAKE A SPECIALTY OF

ROLLAND MADE IN CANADA PAPERS

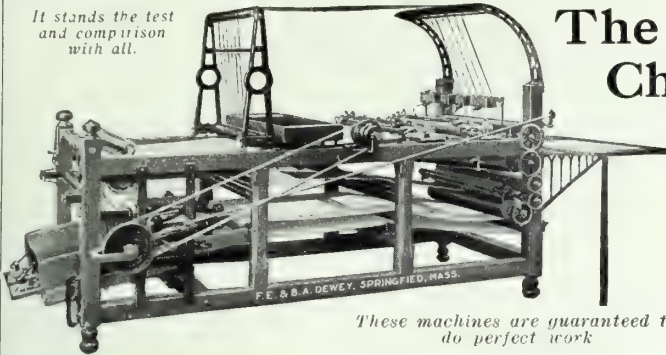
And carry large stocks of all their well-known
lines with envelopes to match, enabling us
to make prompt shipment at all times.

SUPERFINE LINEN RECORD	- - - -	White—Azure and Buff
EARNSCIFFE BOND AND LEDGER	- - - -	White and Azure
EMPIRE LINEN BOND	- - - -	White and Five Tints
COLONIAL BOND AND LEDGER	- - - -	White—Azure and Five Tints

ALSO IN LINEN FINISH

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass., Agents { H. J. LOGAN, Toronto and Vicinity
GEO. M. STEWART, Montreal and Vicinity

MOTORS FOR PRINTING PRESS DRIVE

CANADIAN CROCKER-WHEELER CO., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

NOTICE

We make a specialty of Electrotypes from
Halftones.

The National Electrotpe and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

When Ordering Your Bookbinding Leather

do not forget that the quality, not the appearance, is the most important thing to be considered. Many leathers contain acids, and crack or rot after a while, so that the book is spoiled.

ROSER'S PIGSKIN LEATHER

does not deteriorate. It retains its wearing qualities and its attractive appearance indefinitely, and is a source of constant satisfaction to the owner of the book.

HERMANN ROSER & SON
ESTABLISHED 1854 GLASTONBURY, CONN.

SAFETY FIRST

Protect Your Plant—Secure
Lowest Rate—by using

JUSTRITE SAFETY CANS

For Gasoline, Benzine, Kero-
sene, Naphtha, Turpentine,
Alcohol.

Made in 6 sizes

1 Pint 1 Quart 2 Quart
1 Gallon 2 Gallon 3 Gallon
Non-Leakable, Air-Tight, Fire-
Proof. Special Funnel not re-
quired. Baked Red Enamel.

Approved by the National
Board of Fire Underwriters.



JUSTRITE OILY WASTE CAN

Opens with foot pressure,
closes automatically, abso-
lutely safe.

No. 1, 6 Gallon
No. 2, 8 Gallon
No. 3, 10 Gallon

Approved by Underwriters.

Prices on request.

Justrite Mfg. Co.

325 So. Clinton St.
CHICAGO, U. S. A.

Canadian Agents:

Stephenson, Blake & Co. - - Toronto
Miller & Richard - - - Winnipeg
Geo. M. Stewart - - - Montreal



Give Prestige to Your Concern

by turning out the engraved and embossed
stationery, business cards, announcements,
etc., for your locality.

You need no special equipment. Simply
secure the orders for your locality; we fill
them and send the work to you ready for
delivery.

25% Profit

is what hundreds of other printers are securing
on every piece of work. Surely you could do the
same in your own locality. Write us to-day for
full particulars of our special offer to printers and
publishers.

Standard Embossing Co.

36-38 Lombard Street Toronto

Buyers' Guide

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER

57 GOLD STREET -- NEW YORK
A good side line for salesmen.

SPRAGUE ELECTRIC MOTORS

especially designed for all standard printing presses and printers' machinery.

CANADIAN GENERAL ELECTRIC COMPANY, LIMITED

Montreal, Halifax, Ottawa, Cobalt, Porcupine, Fort William, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Nelson, Victoria, Vancouver, Prince Rupert

GOOLD, SHAPLEY & MUIR CO., Limited

BRANTFORD, ONT.

Winnipeg, Man. Calgary, Alta.
Regina, Sask.

Manufacturers of High-Grade Gas and Gasoline Engines

YOUR Ad. in this space will cost you only \$25.00 a year; \$2.09 a month.

An Added Monthly Profit

to the average printer and dealer selling our Peerless Patent Book Form Cards is indicated by our records as

Averaging \$75.00 per Month

Appearance of Our Neat Cards in Case



That is only the indicated direct profit, while the indirect profit growing out of the printer's ability to give his customer the best the world affords in cards, by orders for other high-class work and high-class work is always the most profitable, probably many times multiplies that sum. You just can not afford to ignore the trade winning possibilities and certainties which the handling of these cards means.

Write To-day for Samples and Prices.

The John B. Wiggins Company

Established 1887.

Engravers, Plate Printers, Die Embossers
73-75 East Adams Street, Chicago, U.S.

ADDRESSING MACHINES.

Mecham Addressing Machine Co., 261 E Broadway, New York

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Krause, Karl, Leipzig, Germany.

Latham Machinery Co., 306 S. Canal St. Chicago.

Logan, H. J., 114 W. Adelaide St., Toronto

Miller & Richard, Toronto and Winnipeg.

Morrison, J. L., Co., 445 King St. W., Toronto

Standard Machinery Co., Mystic, Conn.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal, Que

BOOKBINDERS' PAPER.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

CARD CASES.

Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

COST FINDING SERVICE.

E. E. Salt Cost Finding Service, 13-21 Park Row, New York City.

COUNTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Hart, R. A., 1 White St., Battle Creek, Mich.

Miller & Richard, Toronto and Winnipeg.

Redington Co., F. B., Chicago, Ill.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Krause, Karl, Leipzig, Germany.

Miller & Richard, Toronto and Winnipeg.

Morrison, J. L., Co., 445 King St. W., Toronto.

T. W. & C. B. Sheridan Co., New York City.

Standard Machinery Co., Mystic, Conn.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Golding Mfg. Co., Franklin, Mass.

Oswego Machine Works, Oswego, N.Y.

ELECTRIC NEUTRALIZERS.

De Bois Brennan Co., 23 Park Row, New York

Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.

Canadian Crocker-Wheeler Co., Ltd., St Catharines, Montreal, Vancouver.

Diehl Mfg. Co., Elizabeth, N.J.

ELECTROTYPING AND STEREOTYPING.

National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Krause, Karl, Leipzig, Germany.

King, A. R., Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.

International Syndicate, Baltimore, Md.

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Goold, Shapley & Muir Co., Ltd., Brantford, London Gas Power Co., Ltd., London, Ont.

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Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel & Co., 7 Bradwell Place, London, England, and Waverly Park, New Jersey.

Jersey.

IMPRINT MATRICES.

Imprint Matrix Co., Charlotte, N. C.

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Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wagner Mfg. Co., Scranton, Pa.

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Megill, Ed., 60 Duane St., New York City

J. C. Liggett, 108 Yonge St., Toronto.

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

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PAPER DEALERS

AND

STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

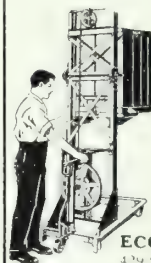
High-Grade Bonds

Linen, Ledgers and Writing Papers, also good bonds at a small price.

Get quotations and samples before placing your order.

R. C. KASTNER PAPER CO.

114-116 Worth St., New York City, N.Y.



PORTABLE TIERING MACHINE

enables one man to do the work of four or five in lifting heavy cases, bales, rolls and barrels. Utilizes all your storage space. Safe, Simple and Practical. Standard and special machines to operate by hand, electricity or pneumatic power. Full information upon request.

ECONOMY ENGINEERING CO.

429 S. Washtenaw Ave. Chicago, Ill.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

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COATING, LITHO,

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PAPERS

Mills at Ticonderoga, N.Y.

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Our "DIAMOND"

Screens for Process

Engravers are the

best and cheapest high-grade, permanently engraved Screens on the market. In

competition with others they have been

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We are the only English Screen makers,

have 20 years' experience behind us, and

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51 1/2 Guthlaxton St.

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THE NEW COMIC

HOPS, SKIPS and JUMPS

The International Syndicate

BALTIMORE, MD.

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Buyers' Guide

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

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Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppard Ave., Brooklyn, N.Y.

Wetter Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago, Ill.

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Beckett Paper Co., Hamilton, Ohio.

Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.

Buntin, Gillies & Co., Ltd., Hamilton, Ont.

Barber Paper & Coating Mills, Ltd., Georgetown, Ont.

Canada Paper Co., 112 Bay St., Toronto.

Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.

Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.

Hampden Glazed Paper Co., Holyoke, Mass.

Hodge-Sheriff Paper Co., McKinnon Building, Toronto.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

Ideal Coated Paper Co., Brookfield, Mass.

Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFarlane, Son & Hodgson, Montreal, Que.

National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.

Olive & Partington, Limited, Manchester, Eng.

Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.

Rolland Paper Co., Montreal, Que.

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Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.

Howard Smith Paper Co., Montreal, P.Q.

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PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Hellmuth, Charles, 154 W. 18th St., New York.

London Printing Ink Co., 10 Camomile St., London, E.C.

Manton Bros., 105 Elizabeth St., Toronto.

Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

Kidd, John, & Co., Limited, London, Eng.

Muhsum, Max, Berlin-Neukolln, Germany.

Reissner, T., 57 Gold St., New York City.

Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.

Manton Bros., 105 Elizabeth St., Toronto.

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Duplex Printing Press Co., Battle Creek, Mich.

Furnival & Co., Limited, Reddish, near Stockport, England.

Golding Mfg. Co., Franklin, Mass.

Goss Printing Press Co., Chicago, Ill.

Walter Scott & Co., Plainfield, N.J., U.S.A.

Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.

King, A. R., Mfg. Co., Kingston, N.Y.

Swink Printing Press Mfg. Co., Delphos, Ohio.

Hoe, R. & Co., 504-520 Grand St., New York City.

Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

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PROOF PRESSES.

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Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wesol, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

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F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.

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Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Langston Monotype Machine Co., 406 Lumsden den Building, Yonge and Adelaide Sts., Toronto.

Linograph Co., Davenport, Iowa.

International Typesetting Machine Co., 182 William St., New York City.

Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

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Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Keystone Type Foundry, Philadelphia, Penn.

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Pullan, E., cor. Adelaide and Maude Sts., Toronto.

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VICE GRIP



Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

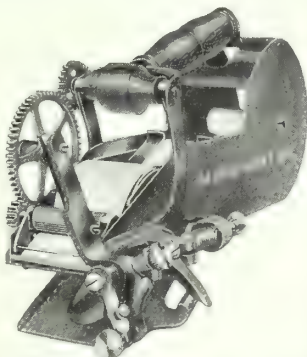
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all
Printers' Supply Houses.

TORONTO TYPE
FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



ARE YOU **SATISFIED** WITH YOUR
PRINTING INK? IF YOU ARE, OR IF YOU ARE
NOT, YOU WILL BE MORE THAN SATISFIED
WITH OURS, WHICH IS OF THE BEST QUALITY
AND LOWEST PRICE.

ELPIC PROCESS BLACK "A" - at 22c. lb.
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ELPIC PROCESS BLACK "C" - at 42c. lb.
BRONZE BLUE, Good fiery shade at 36c. lb.
LITHO INKS 4c. lb. extra

They are a distinct improvement on anything offered to the trade,
at 36c., 48c., 60c. per lb.

All prices F.O.B. English Ports, or quotations C.I.F.

RUN FREELY. NO OFFSET. NO WASH UP.

Let us send you a free sample to show why we should
have your next order.

THE LONDON PRINTING INK CO.

10 CAMOMILE ST., LONDON, ENG.

Cables: "Rotnews London" Western Union Code

"FOR SALE" OR "WANT" ADVERTISEMENTS

MACHINERY FOR SALE

FOR SALE—TWO MODEL NO. 3 CANADIAN Linotypes with very complete assortment matrices. Plant in excellent condition. Barnes & Co., St. John, N.B., Canada.

LINOTYPE, CANADIAN MODEL NO. 3, with extra magazine, two moulds, four fonts of two letter matrices and extra sorts; good condition. Imperial Publishing Co., Ltd., Halifax, N.S., Canada.

LINOTYPE MODEL NO. 2 — COMPLETE with motor, magazine, matrices, liners and blades. Springfield Ptg. & Bdg. Co., Springfield, Mass.

LINOTYPES—3 CANADIAN MACHINES — 2 model 1, 1 model 3; good condition; all fully equipped with matrices, liners and blades. The Royal Print & Litho, Ltd., Halifax, N.S.

LINOTYPE — CANADIAN MODEL 1 J. J. Harpell, Board of Trade Bldg., Montreal, Quebec.

MONOLINE MACHINE FOR SALE BEEN used about three years; in good running order. Apply Examiner Office, Kenora, Ont.

LINOTYPE, MODEL 8, WITH THREE fonts of matrices. In use only one year. Lancaster Intelligencer, Lancaster, Pa.

LINOTYPES 2 MODEL 9, IN FIRST-class condition; very little used. Stephen Greene Company, 16th and Arch Sts., Philadelphia, Pa.

EQUIPMENT FOR SALE — QUANTITY OF chases, outside measurement 18¼ in. x 25 in., suitable for country office or mailing lists. Also a few California job cases, dead tops for holding type, and electric motors, in good condition. Further particulars on request to Purchasing Agent, MacLean Publishing Co., 143 University Ave., Toronto.

FOR SALE—FIVE-COL. QUARTO WASHINGTON press—iron roller frame, large quantity of metal type, good condition. Apply Times, North Bay, Ont.

OLD TYPE WANTED

CASH PAID FOR OLD TYPE. CANADIAN Type Foundry, Buffalo, N.Y.

SUBSCRIPTION MANAGER

SUBSCRIPTION MANAGER WANTED, HAVING had experience in handling weekly periodicals of general and national circulation. Address, with full particulars, to Frederick E. Dougall, "Witness" Office, Montreal.

BUSINESS CHANCES

JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

TENDERS WILL BE RECEIVED UP TO April 6th for the good-will, plant and established business of The Dundas Banner, Limited, first-class job printing plant, weekly newspaper, cylinder and two platens, monoline, folder, stitcher, cutter, large quantity new modern type, etc.; a money-maker for the right man. May be inspected on application to the undersigned. J. W. Lawrason, Dundas

getting full benefit

Every line of type in *Printer & Publisher* is printed for a distinct purpose—SERVICE.

Every feature is of some special interest to someone.

In no feature of this magazine is the idea of service more notable than in the advertising. The constant study of shrewd advertisers is how to be of most service to you.

The more the advertising may be made to pay YOU—the better will it pay the advertiser.

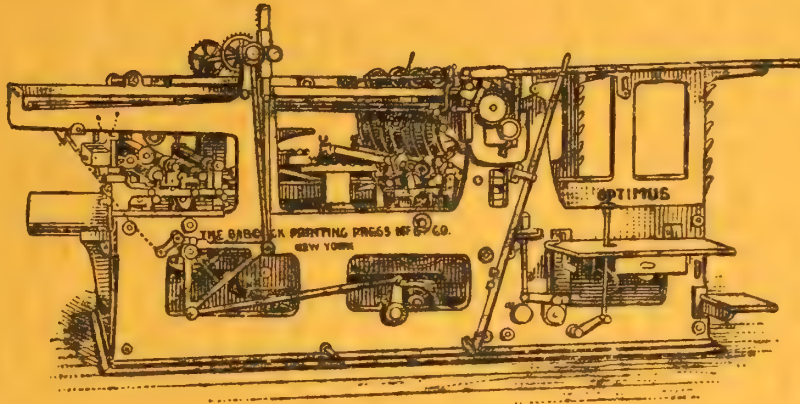
You are not getting the fullest benefits from this magazine unless you are a constant reader of its advertising.

There is no feature more helpful—more important—more interesting.

Why not secure to-day the educative and personal benefits of keeping in intimate touch with the advertising columns of *Printer & Publisher*?

Look them over NOW—while you think of it.

THE BABCOCK "OPTIMUS"



Every printer who uses a flat-bed press has interests identical with our own. He can't live as a printer without the finest, fastest printing presses built,—and our life depends upon our ability to supply his needs.

EVERY BABCOCK PRESS

is built for a multiplicity of kinds of printing and with the supreme purpose constantly in mind that it must satisfy every demand of all the work it is to do. To this end we bend every energy of mind and body and every dollar of

THE BABCOCK COMPANY

The results as shown in

ALL BABCOCK PRESSES

are most gratifying to us because they have been satisfactory and profitable to thousands of printers. Are you one of them? If not, let us tell you line by line and part by part *why you should be.*

Our Best Advertisements Are Not Printed,—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

GENUINE LINOTYPES

FREE FROM PATENT
LITIGATION

Prices and terms of pay-
ment within the reach
of any printer.

Guaranteed Linotypes, - \$1200 and
Upwards
New Linotypes, - - \$1750 and
Upwards

Generous allowances made for old
Linotypes and other composing ma-
chines in part payment for purchase
of Linotypes.

Write our nearest agency for full par-
ticulars or have our representative call.

The Linotype Way is the
Reliable Way

Canadian Linotype Limited

Formerly the Mergenthaler Co., Limited

35 and 39 Lombard Street

Toronto, Canada



PRINTER &
PUBLISHER
for JULY, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO ▸ MONTREAL ▸ WINNIPEG

WEEKLY BLACK

*for better results on the
weekly newspaper*

Prints Black and clean on cuts
and adds 100% to the appear-
ance of your paper.

Will not dry on the Press.

Now being used by scores of
Canada's leading Weeklies.

SINCLAIR & VALENTINE CO.

OF CANADA, LIMITED

233 Richmond St. West
TORONTO

173 McDermott Avenue
WINNIPEG



John Dickinson & Co., Limited

Paper Makers
MONTREAL



Home Park Mills, Hertfordshire, England

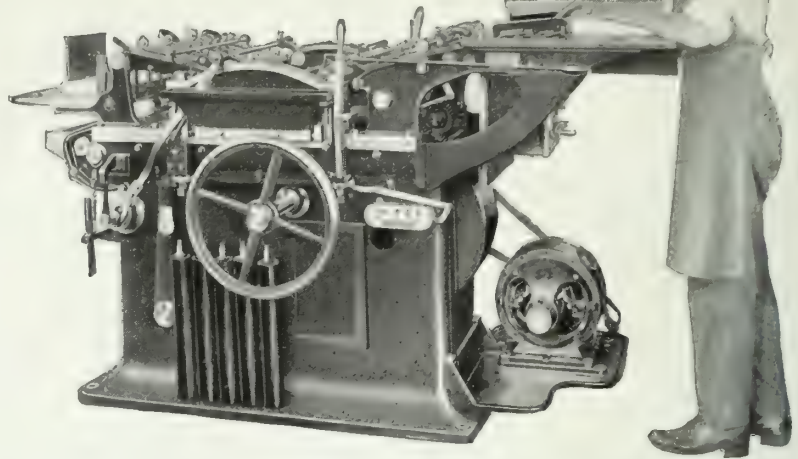
THE illustration shows view of Home Park Mills, which are entirely devoted to the manufacture of high-grade coated paper and boards.

This is only one of four mills owned by John Dickinson & Co., Ltd., the others including Croxley, where the famous *Cordelia Cover* is manufactured; Nash, making Bristol Boards, and *Apsley, the largest stationery factory in the world.*

Head Office: 65 OLD BAILEY, LONDON, E.C.

"The Baby" Cylinder

AT the New York Printing Exhibition a lady visitor who knew nothing about presses, after watching "The Baby" Cylinder run, expressed a desire to try feeding it. The operator let her try it and **she fed the press at 3000 an hour and said it was "easy."**

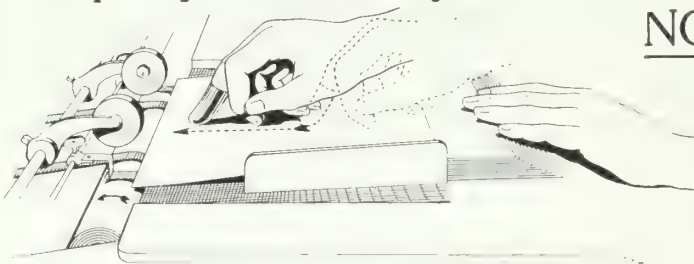


Is there any other press on which a person who had never handled paper could do this?

WE GUARANTEE

that the average feeder, with a few days training under our demonstrator, can feed any ordinary job at a running speed of 4000 per hour, with a net output of 3500, allowing for time handling stock.

We do not merely **claim** speed. We **guarantee** it in **your own** shop, on **your work** with **your** feeder.



NOTICE HOW EASY

it is to feed rapidly. All the feeder has to do is to push each sheet down to the upper guides—a distance of about two inches. From there the sheet

is conveyed to the front guides, registered accurately, printed and automatically piled and jogged. If the feeder fails to feed a sheet, both the impression and the ink are automatically tripped for that impression.

Write for Complete Descriptive Booklet at once

THE AUTO-PRESS COMPANY

95 Madison Avenue, New York City

CHICAGO, 431 South Dearborn Street BOSTON, 176 Federal Street

ST. LOUIS, 313 Fullerton Building

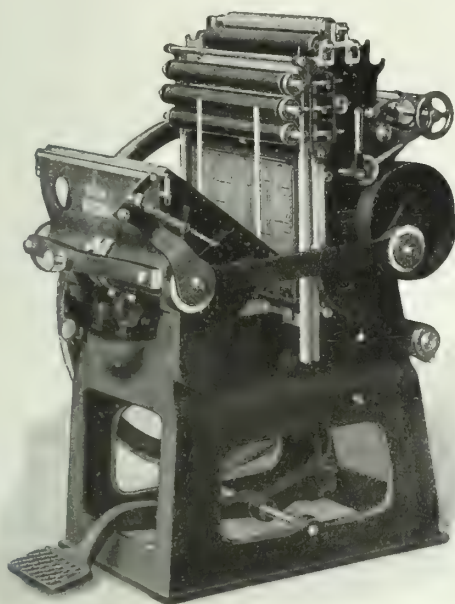
PHILADELPHIA, 1011 Chestnut Street

SAN FRANCISCO, Phelan Building

VICTORIA MERKUR

COMMERCIAL PLATEN PRESS

Inexpensive
to
Buy



Cheap
to
Run

Platen with shaft right through.
Not Studs.

Parallel Impression.
Not hinge movement.

Impression regulator and throw-off.

Practicable tympan holder.

Perfect Cylindrical Inking.

Adjustable lateral movement of
the Ink Drum.

Ink Duct with Spring Knife.

Adjustable Guide Rails for the
Inkers.

Ink flow easily regulated.

Roller carriage easily put in and
out of action.

Perfect Register.

Splendid impression.

Speed 2,500 imp. per hour.

SIZE:

12 $\frac{1}{4}$ x 16 $\frac{1}{2}$ inside Chase.

12 $\frac{1}{2}$ x 16 $\frac{1}{2}$ Platen.

Send for fuller particulars.

The Victoria Press Mfg. Co., Ltd.

Clifton Buildings, Vandy St., London, E.C.

Sole Agents for Canada

Stephenson, Blake & Co., 60 Front St. W., Toronto

Reading Brimful of Interest for Busy Canadians

THE July MacLean's, just off the press, is full of feature articles and stories which should appeal to every Canadian. Does not this list interest you?

"The Education of the Camp"—A strong article by a military authority on the benefits, physical and otherwise, of militia training.

"On the Firing Line in Riel's Day"—The first of a series of articles on the North-west Rebellion, written by one who served through the last campaign. These stories will be full of reminiscences given to the public for the first time.

"The Adventures of Madelyn Mack: Detective"—The best detective stories published since Sherlock Holmes first appeared. The first of this series appears under the title "The Man With Nine Lives"—A strong recital of adventure, written in graphic, vivid style.

"The Miracle of the X-Rays"—A clear presentation of one of the greatest discoveries of modern times. The fascination that science exerts on the lay mind will serve to make this article one of absorbing interest to all.

There is nothing a man could not do if he had the right information before starting at it. Under the heading: "Getting the Facts," a Lieutenant of Harrington Emerson, the chief exponent of efficiency, tells how the right information can always be obtained. Want to get started on the highroad to success? Read this article.

Glen Campbell—Broncho buster, sturdy man of the plains, orator, player of practical jokes, firm friend and hard fighter—is the subject of a breezy sketch that will both interest and amuse. Meet this famous Western M.P. in the pages of July MacLean's.

These are just a few. There are plenty more of the same kind to be found in the July issue of Canada's national magazine. If you don't read MacLean's, start with the July number.

Send a post card and have your name added to our subscription list. You'll be delighted with every issue.

Subscription price \$2.00 per year.

20 cents a copy.

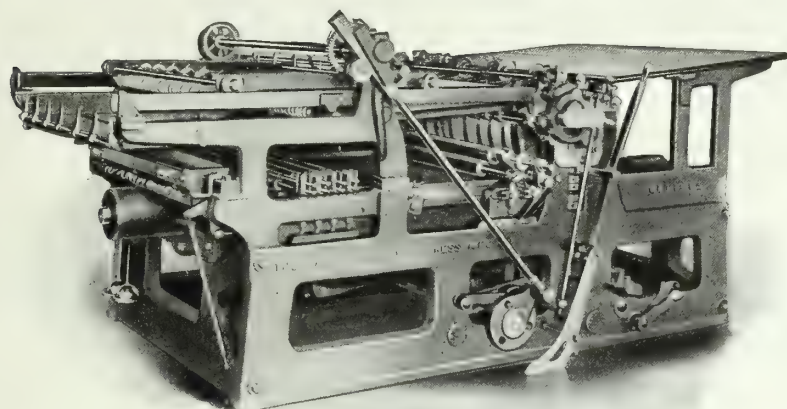
WRITE DEPARTMENT M.

THE MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE TORONTO, CANADA

MILLER AND RICHARD

THE BABCOCK

“OPTIMUS”



Every printer who uses a flat-bed press has interests identical with our own. He can't live as a printer without the finest, fastest printing presses built,—and our life depends upon our ability to supply his needs.

EVERY BABCOCK PRESS

is built for a multiplicity of kinds of printing and with the supreme purpose constantly in mind that it must satisfy every demand of all the work it is to do. To this end we bend every energy of mind and body and every dollar of

THE BABCOCK COMPANY

The results as shown in

ALL BABCOCK PRESSES

are most gratifying to us because they have been satisfactory and profitable to thousands of printers. Are you one of them? If not, let us tell you line by line and part by part *why you should be.*

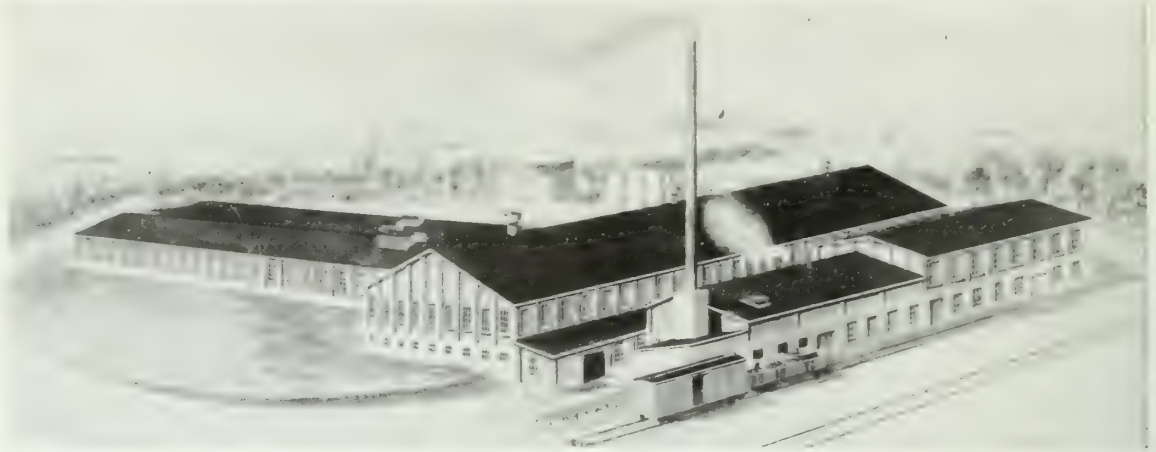
Our Best Advertisements Are Not Printed,—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
 NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

Toronto Montreal Winnipeg Vancouver

Say you saw it in PRINTER & PUBLISHER.



Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

BRANDS

"Maple Leaf" "Beaver" "C.A." Coated

Ask us for samples.

BARBER PAPER & COATING MILLS, LIMITED

Toronto Office, Bell Telephone Building

Telephone Adelaide 1986

Goes

ESTABLISHED 1879

Goes

GOES

Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1915 - CALENDAR PADS - 1915

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

ADDRESS DEPT D.J.T.

SAMPLES AND PRICES ON REQUEST.

Goes

Goes

MILLER AND RICHARD

LINOTYPES

**COMPLETELY REBUILT AND MODERNIZED WITH
INTERTYPE IMPROVEMENTS**

WE have on hand a limited number of used Linotypes suitable for rebuilding into highly efficient single and multiple magazine machines. These are being reconstructed from the base up; all wearing parts have been replaced, and many valuable Intertype improvements have been added. Each machine is built up to the Intertype standard of quality and is guaranteed to be better than a new Linotype.

REBUILT MACHINES FROM \$1,200 UP

Completely Rebuilt and Modernized Single Magazine Machine, \$1,700
Completely Rebuilt and Modernized Two Magazine Machine, \$2,300

INTERTYPE

“The Acme of High Quality”

Model A, the Efficient Single Magazine Machine - - - \$2,150
Model B, Simplified Multiple Magazine Machine - - - \$2,750

Write to our nearest agency for price of parts necessary to change your Single Magazine Linotype into a Modern Two Magazine Machine.

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

Toronto Montreal Winnipeg Vancouver

Say you saw it in PRINTER & PUBLISHER.

Catalogue Printers and Magazine Publishers

should not fail to obtain samples of the new

"A wonderfully efficient substitute for coated paper at a remarkably low price."

Ivory Finished Imitation Coated Papers

Manufactured by

Olive & Partington, Limited

Great Britain, Norway, Sweden, Austria, Canada

(Weekly output 1,200 tons)

Sole Agents

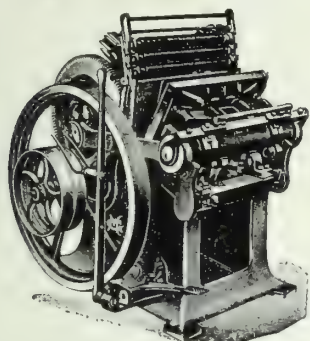
Hodge-Sherriff Paper Company

McKinnon Bldg., Toronto Telephone Main 5781

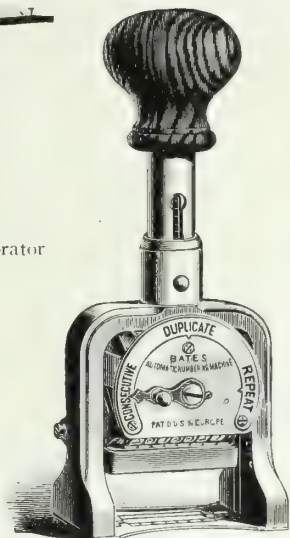
MILLER AND RICHARD



The **National Rotary** Perforator

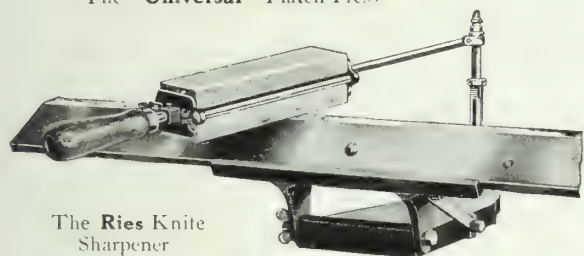
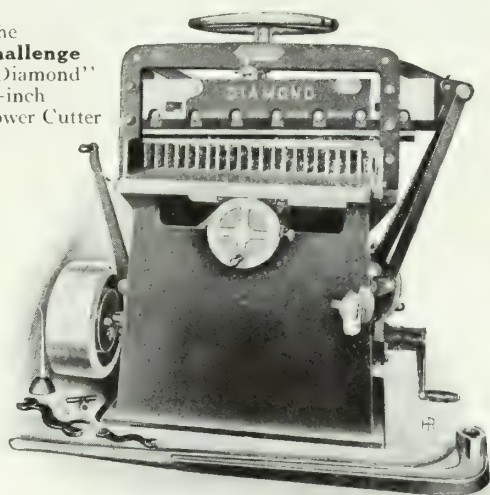


The **"Universal"** Platen Press

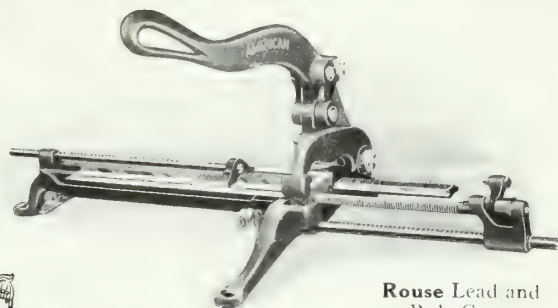


Bates Hand Numbering Machine, all sizes

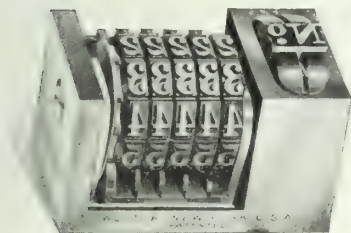
The **Challenge** "Diamond" 32-inch Power Cutter



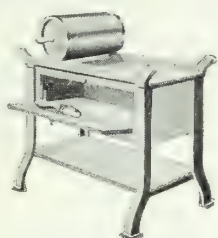
The **Ries** Knife Sharpener



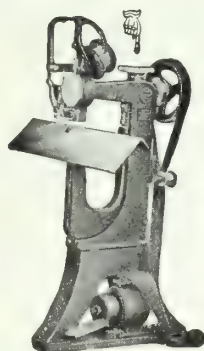
Rouse Lead and Rule Cutter



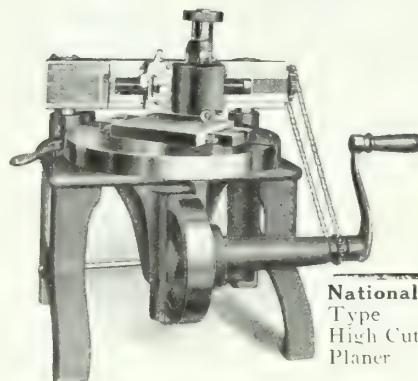
The **New Pica Model** Numbering Machine



Challenge Proof Press



Boston Wire Stitcher



National Type High Cut Planer



Curver Die Embossing Press



Vandercook Proof Press

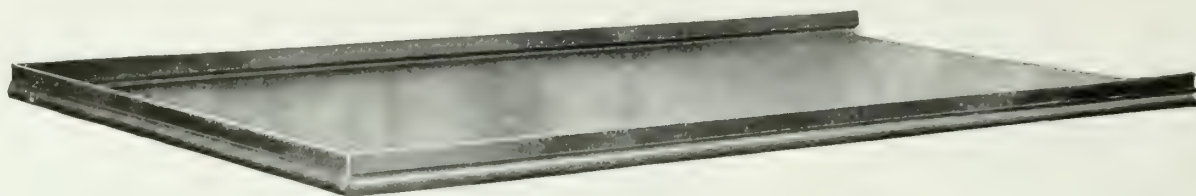


Franklin Pin Hole Treadle Perforator

Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

The Oldest Typefoundry House in Canada

Say you saw it in PRINTER & PUBLISHER.



Hamilton Steel Galleys

Cold Pressed—Jointless

Think of it! A one-piece absolutely jointless Steel Galley for about one-fourth the price of the old-fashioned brass kind. A Modern Galley, smashed from special analysis steel under a pressure of seven hundred and fifty tons, by gigantic presses that weigh sixty-five tons each. Big figures—it's true—but they mean Big Things to the World's Printers.

A modern tool for the Modern Printer—a galley for the temporary or permanent storage of standing matter at a cost that is not prohibitive.

Modern Because of its accurate method of manufacture—each galley being mechanically correct—made accurately from dies and by a perfected process that is distinctly Hamilton.

Modern Because of its jointless one-piece construction—with no pieced corners to weaken, stretch or part under the heavy strain when loaded. Each Hamilton Galley corner is *automatically* re-inforced by the mechanical pressure of surplus steel into this part of the galley.



The only
Jointless Corner—
the Hamilton

Modern Because of its uniformity, each galley being smashed from 18-gauge special steel that insures a uniform thickness. In an inspection of 1,000 galleys we were unable to find the variation of a thickness of a sheet of tissue. This insures the printer proofing satisfaction.

Modern Because it can be furnished practically non-corrosive by means of an electric deposit of zinc which gives it a beautiful, white, smooth finish that is washable and permanent.

Modern Because of its fluted sides and ends—which insure perfect seating and alignment of the type—and serve as a gutter to carry off the water, oil or accumulating dust or dirt. Hamilton galleys will last a business lifetime, are practically unbreakable, and are furnished in standard news and job sizes.

Simplifying and cheapening the production of all metal galleys has encouraged its wider use by both publishers and printers where large quantities of standing matter is a necessity. Our close contact with the progressive printers of the leading nations of the world for the past third of a century has resulted in the accumulation of a fund of knowledge concerning composing room needs and methods. The application of this knowledge to *your* composing room is yours for the asking.

Hamilton Galleys cost no more than the old-fashioned storage galleys with pieced corners.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

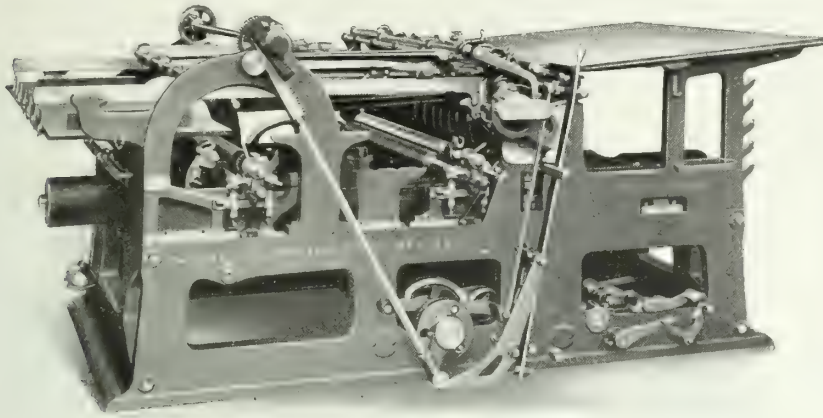
CANADIAN SELLING AGENTS:

Toronto Type Foundry Co. Limited
Toronto, 70 York St.
Montreal, 345 Craig St. W.
Winnipeg, 178 McDermott Ave. E.
Calgary, Alberta
Regina, Saskatchewan
Rex A. Hand, Representative for
Maritime Provinces and Newfoundland
c/r Dufferin Hotel, St. John, N.B.

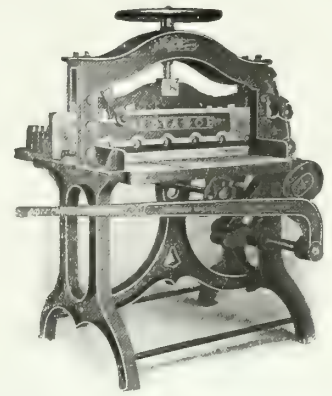
Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Founders Co., Vancouver.
Miller & J. Toronto, 7 Jordan St.
Richard Winnipeg, 123 Princess St.
Printers Supplies Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.
124 York Street, Toronto

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

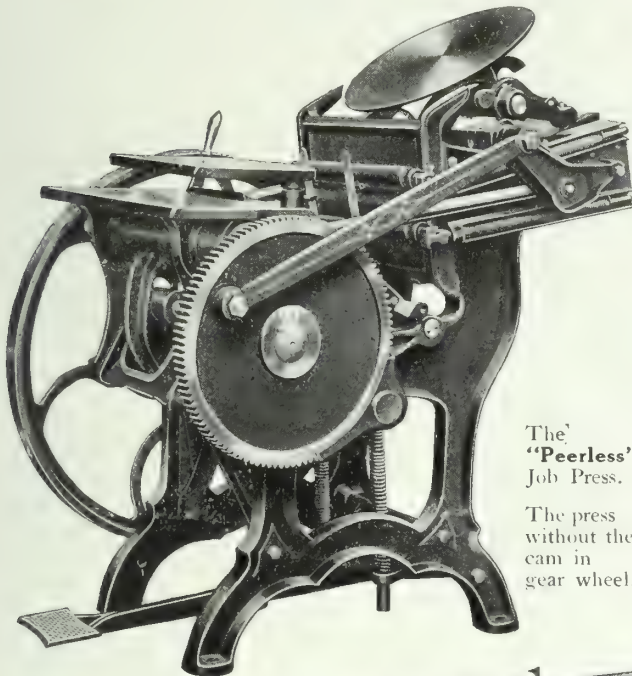
MILLER AND RICHARD



The "Optimus" Two Revolution 41 Pony Cylinder Press, renowned for its exclusive features and speed.

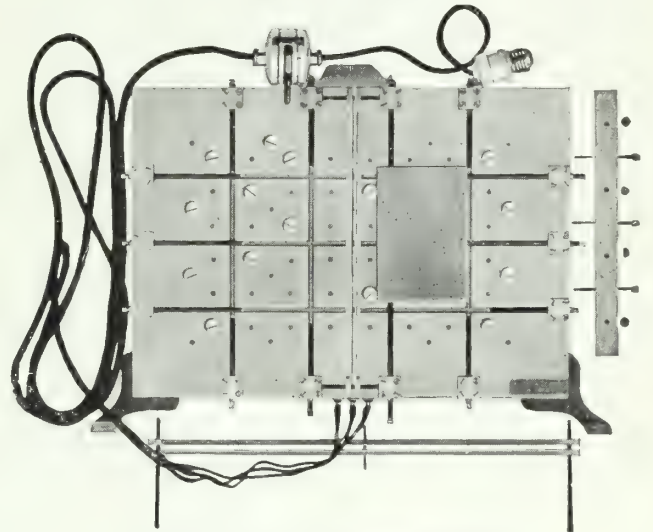


Advance Lever Cutter

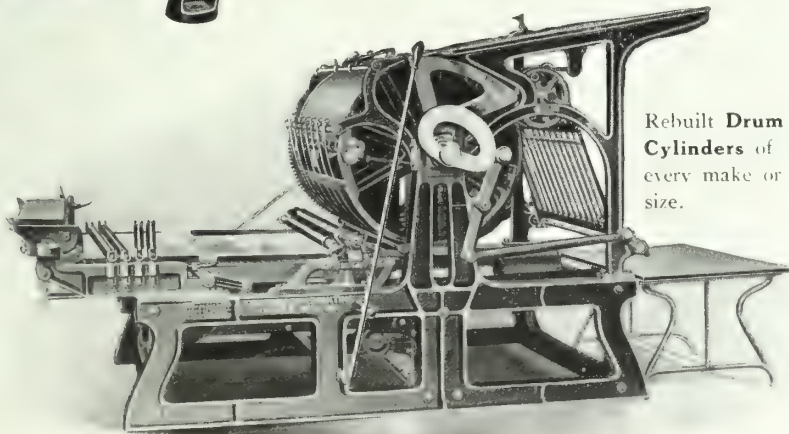


The "Peerless" Job Press.

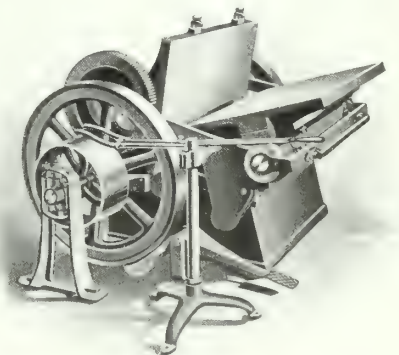
The press without the cam in gear wheel.



The Vanbosses, an electrically heated embossing device



Rebuilt Drum Cylinders of every make or size.



The Galley Cutter and Ceaser

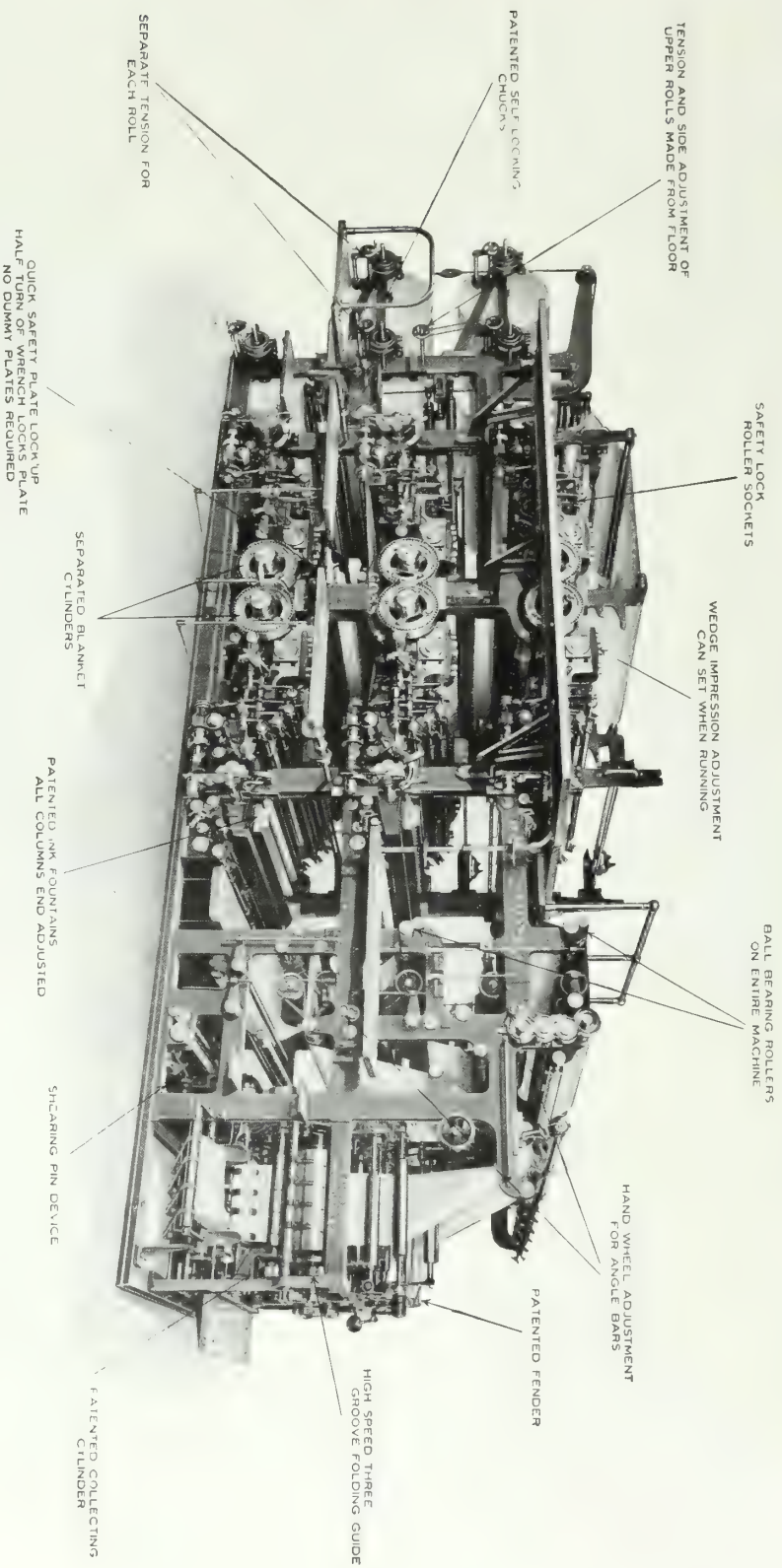
Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

We Cover Canada from Coast to Coast

Say you saw it in PRINTER & PUBLISHER

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES



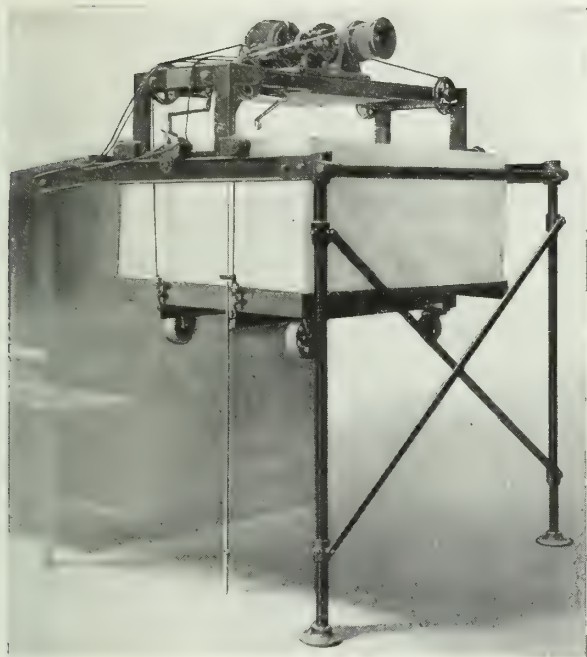
There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

New York Office:
Metropolitan Building,
No. 1 MADISON AVE.

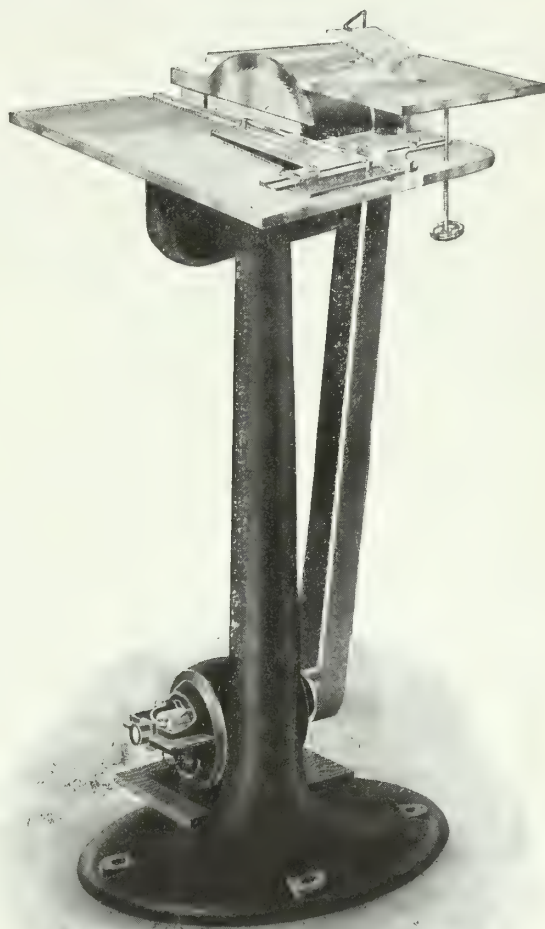
THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

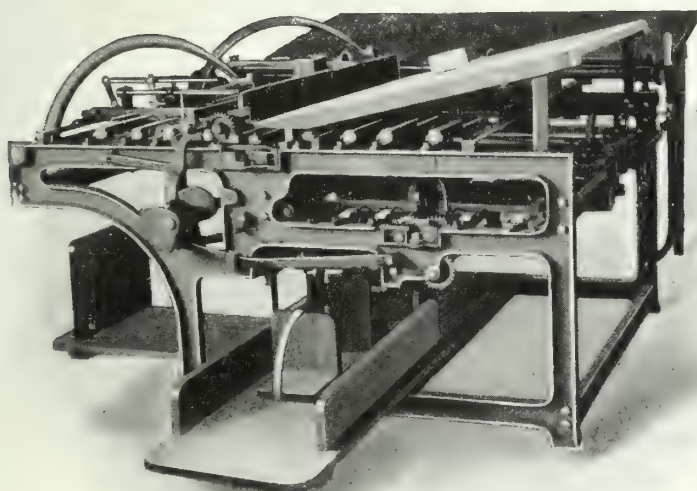
MILLER AND RICHARD



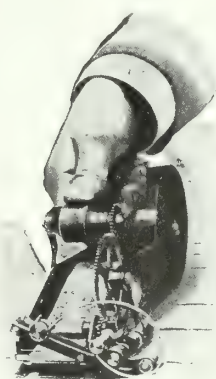
Rouse Paper Lift



New Murray Saw-Trimmer



Anderson News and Job Folder



Wing-Horton Mailer

Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

LONDON, England
EDINBURGH, Scotland

TORONTO
MONTREAL

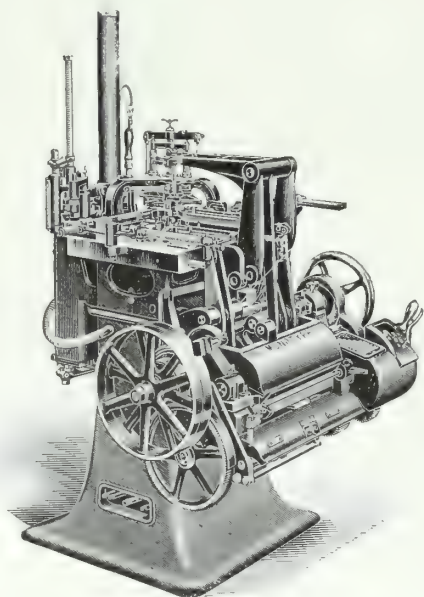
WINNIPEG
VANCOUVER

Say you saw it in PRINTER & PUBLISHER.

THE MONTREAL STAR

has installed a battery of

FIVE MONOTYPES



for the composition of its advertising pages and for use on its weekly edition, the Standard.

The *Monotype* is speedy on news matter, is the quickest and most versatile on all kinds of advertising composition, and as a by-product it gives an abundance of type for the cases, increasing the efficiency of every workman in the composing room.

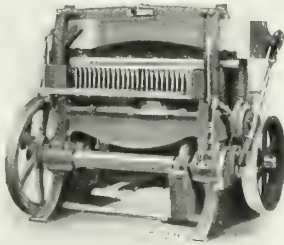
LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

CANADIAN OFFICE : LUMSDEN BUILDING, TORONTO

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor



Oswego Auto

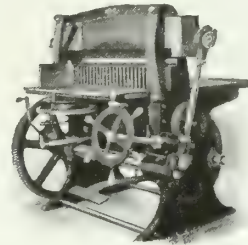
*CUTTING MACHINES
EXCLUSIVELY*

For Paper, Board, Cloth, Foil, Leather,
Celluloid, etc., etc.

Oswego, New York

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor



Oswego Semi-Auto

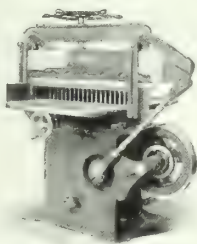
*CUTTING MACHINES
EXCLUSIVELY*

For Paper, Board, Cloth, Foil, Leather,
Celluloid, etc., etc.

Oswego, New York

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor



Oswego Power

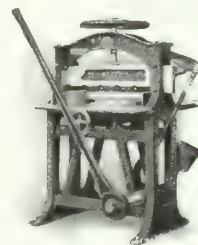
*CUTTING MACHINES
EXCLUSIVELY*

For Paper, Board, Cloth, Foil, Leather,
Celluloid, etc., etc.

Oswego, New York

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

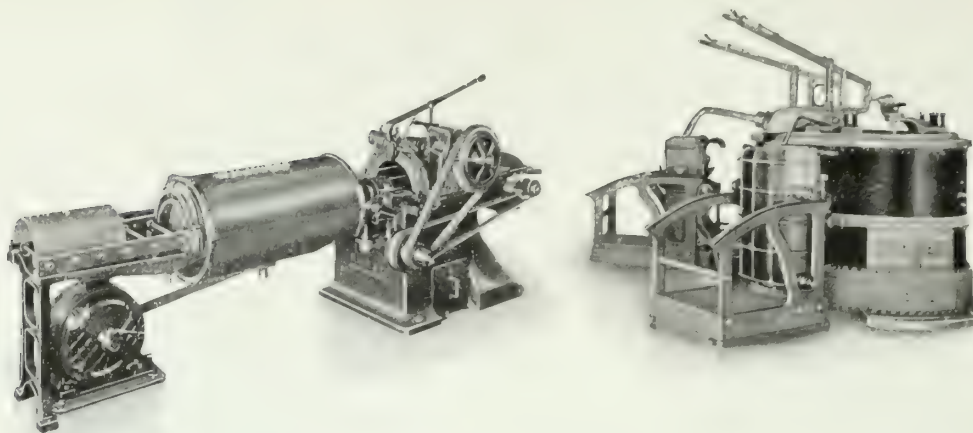


Oswego Lever

*CUTTING MACHINES
EXCLUSIVELY*

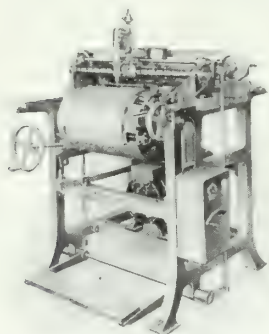
For Paper, Board, Cloth, Foil, Leather,
Celluloid, etc., etc.

Oswego, New York



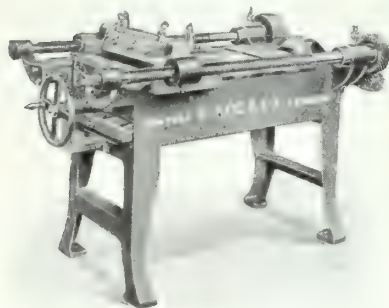
Hoe Automatic Plate-Finishing Machine

With Double Pump Furnace and two Equipoise Curved Casting Molds. The simplest and most efficient outfit for making curved stereotype plates quickly, accurately and economically.



Combination Curved and Flat Routing Machine

A desirable and efficient machine for Plants doing both curved and flat work.



Combination Double-Screw and Inclined-Bed Shaving Machine.

For Flat Plates. The most powerful Shaver made.



Flat Casting Mould.

Also made with cored cover.

When in Need of
Thoroughly Reli-
able and Efficient

Machinery

for Printing, Stereo-
typing, Electrotyp-
ing or Photo-En-
graving

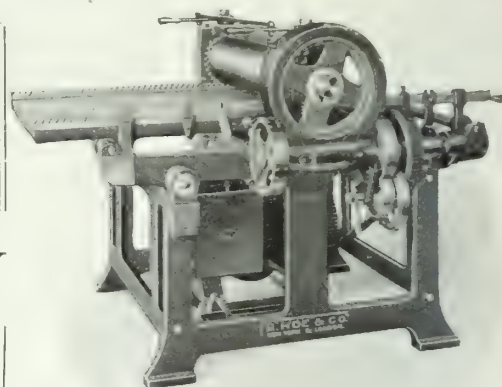
Apply to

R. Hoe & Co.

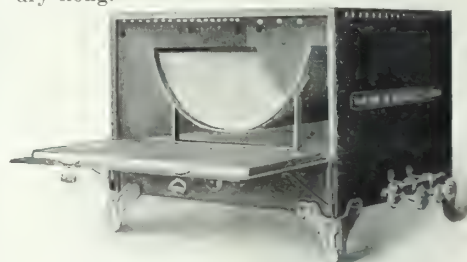
504-520 Grand Street
NEW YORK CITY

Also at

120 St. James St., Montreal, Can.
7 Water Street - Boston, Mass.
544-546 So. Clark St., Chicago, Ill.
Borough Rd., London, S.E., Eng.

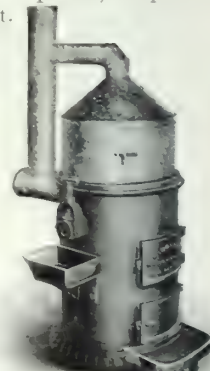


Improved Matrix-Rolling Machine.
Strongest and Most Rigid Roller Made.
Showing chain-connected electric motor drive with reversible controller; also parallel impression roller adjustment and compound-gear slow-speed attachment for rolling in dry flong.

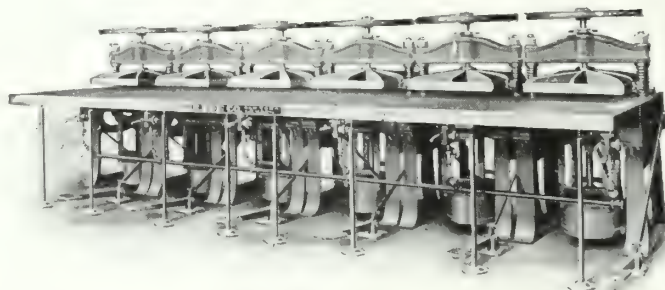


Matrix Drying Oven.

Heated by gas. Low priced, simple and efficient.



Dross Refining Furnace.
A Money-Saver.



Pneumatic Matrix Drying Tables

Make the best matrices in the quickest time and in the most economical manner. Electrically-heated or steam-heated, as required.

Say you saw it in PRINTER & PUBLISHER.

"Used in Canada wherever good printing is done."

The DOMINION PRINTING INK & COLOR CO., LIMITED

J. W. ROOSEN, Pres.

H. D. ROOSEN, Treas.

R. E. HEWITT, Secy.

128-130 PEARS AVENUE

TORONTO, CANADA

Manufacturers of
Printing and
Litho Inks,
Dry Colors and
Varnishes

*The Only Manufacturers
of the famous*

Non-Offsetting
Half-Tone Black
Raven Black
Crow Black

We make the Blacks that Dry with a Lustre

STOCKED AND SOLD BY:

John Martin Paper Co., Limited
Winnipeg, Calgary, Edmonton

Gunn Paper Co., Limited
St. John, N.B.

Utility-Accord Covers

20 x 25—120

THIS stock is heavy enough for any purpose. It takes an embossing die like wax and holds the impression like sheet steel. Exaggeration? Try it.

It is made in the seven shades that our house organ "The Ambassador" has made familiar.

For Folders and Mailing Pieces It Has No Equal

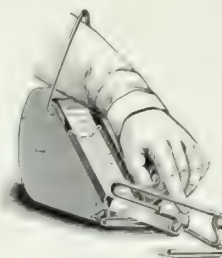
Utility-Accord is also made in 20x25—60 for covers, and in a book paper that perfectly matches for color, in 25x38—60.

The neutral tints lend themselves to exceptional color effects. There are seven shades.

Write for samples or dummies and printed suggestions.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. --:-- BUFFALO, N.Y.

"The Fashionplate of Printerdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. **THE PRINTING ART** covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

SAFETY FIRST

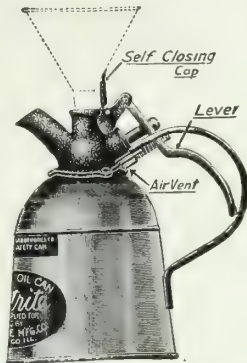
Protect Your Plant—Secure
Lowest Rate—by using

JUSTRITE SAFETY CANS

For Gasoline, Benzine, Kerosene, Naphtha, Turpentine, Alcohol.

Made in 6 sizes

1 Pint 1 Quart 2 Quart
1 Gallon 2 Gallon 3 Gallon
Non-Leakable, Air-Tight, Fire-Proof. Special Funnel not required. Baked Red Enamel.



JUSTRITE OILY WASTE CAN

Opens with foot pressure, closes automatically, absolutely safe.

No. 1, 6 Gallon
No. 2, 8 Gallon
No. 3, 10 Gallon

Approved by Underwriters.
Prices on request.

Justrite Mfg. Co.

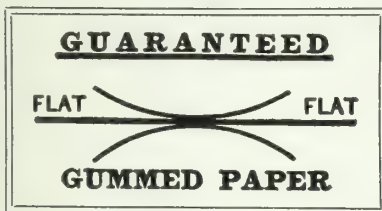
325 So. Clinton St.
CHICAGO, U. S. A.

Canadian Agents:

Stephenson, Blake & Co. - Toronto
Miller & Richard - - - Winnipeg
Geo. M. Stewart - - - Montreal
Toronto Type Foundry Co.,
Ltd., Toronto, Winnipeg, Montreal, Calgary and Regina.



A GUARANTEE THAT REALLY GUARANTEES



Ideal Gummed Paper

Is Guaranteed To Be

- Absolutely non-curling.
- As easily printed as the finest ungummed paper.
- As easy to obtain register on as ordinary paper.
- Unaffected by temperature changes.
- A paper that will stick perfectly when it should.
- The best paper for the use for which it is designed.

Now packed five hundred sheets to the ream.

Sold Everywhere by Representative Jobbers

IDEAL COATED PAPER CO.

BROOKFIELD, MASS.

NEW YORK

CHICAGO

CINCINNATI

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. \$2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth \$1.00.

Design and Color in Printing. By F. J. Trezise. 83 pages. Paper \$1.

Imposition, a Handbook for Printers. By F. J. Trezise. \$1.00.

Specimen Books:

Bill Heads, 25 cents.

Cover and Title Pages, 75 cents.

Envelope Corner Cards, 25 cents.

Letter Heads, 50 cents.

Professional Cards and Tickets, 25 cents.

Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. \$2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price \$1.

Human Figure, The. J. H. Vanderpoel. 49 full-page illustrations and numerous small sketches. 168 pages, 6 1/4 x 10, \$2.

Letters and Letter Construction, with Chapters on Design and Decoration. By F. J. Trezise. 166 pages, 111 illustrations. \$2.

Principles of Design, The. By E. A. Batchelder. 171 pages, cloth \$3.

Electrotyping. By C. S. Partridge. 213 pages. Cloth \$2.

Partridge's Reference Handbook of Electrotyping and Stereotyping. \$1.50.

Stereotyping. By C. S. Partridge. Cloth \$2.

Correct Keyboard Fingering. By John S. Thompson. Revised edition, 50 cents.

History of Composing Machines. By John S. Thompson. 200 pages, fully illustrated, cloth \$2; flexible leather \$3.

Mechanism of the Linotype, The. By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, \$2.

Establishing a Newspaper. A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.

Gaining a Circulation. By Charles M. Krebs. 60 pages; reduced price, 50 cents.

Concise Manual of Platen Presswork. By F. W. Thomas. Pamphlet 32 pages, 25 cents.

Modern Presswork. By Fred W. Gage. 138 pages, cloth \$2.

A Practical Guide to Embossing and Die Stamping. Cloth \$1.50.

Horgan's Halftone and Photomechanical Processes. 236 pages and twenty-seven processes shown by samples in from one to nine printings. Cloth, price \$3.

Photoengraving. A revision and enlargement of H. Jenkins' Manual of Photoengraving. By N. S. Amstutz. \$3.

The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

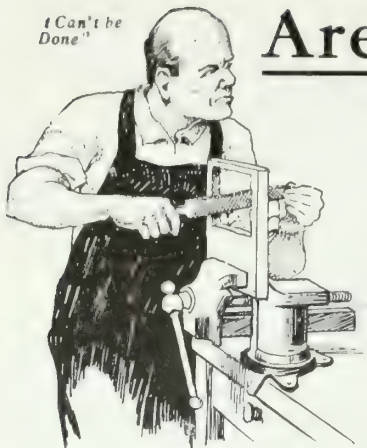
More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only \$3 a year for United States and Canada; \$3.85 foreign.

The Inland Printer Co.

632 South Sherman St.

Chicago, Ill.

"Can't be Done"

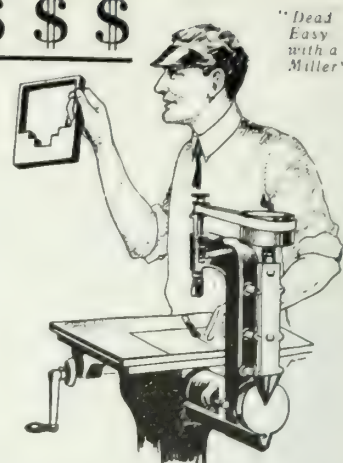


Are you getting the \$ \$ \$

IT isn't the 10c, 15c or two-bits that you pay for a mortise when "sent out" that costs you **real money**—it's the "fixing" when it comes back. **Time lost** going, staying, returning. Let's put a Miller Saw on your floor for 30 days. **Speediest mortising machine made.** Walls true as a die. Right the first time.

*Puts pep in your men and
pelf in your pocket*

Miller Saw-Trimmer Co. Point Bldg.
Pittsburgh, Pa.



*"Dead Easy
with a
Miller"*

IT does not pay you to use curly Gummed Paper; only the best is good enough for you. Specify our non-curling Gummed Paper to your *Dealer.*

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place London, Eng.

ARE YOU **SATISFIED** WITH YOUR PRINTING INK? IF YOU ARE, OR IF YOU ARE NOT, YOU WILL BE MORE THAN SATISFIED WITH OURS, WHICH IS OF THE BEST QUALITY AND LOWEST PRICE.

ELPIC PROCESS BLACK "A" - at 22c. lb.
ELPIC PROCESS BLACK "B" - at 30c. lb.
ELPIC PROCESS BLACK "C" - at 42c. lb.
BRONZE BLUE, Good fiery shade at 36c. lb.
LITHO INKS 4c. lb. extra

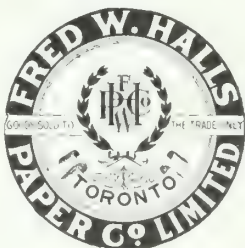
*They are a distinct improvement on anything offered to the trade,
at 36c., 48c., 60c. per lb.*

All prices F.O.B. English Ports, or quotations C.I.F.
RUN FREELY. NO OFFSET. NO WASH UP.
*Let us send you a free sample to show why we should
have your next order.*

THE LONDON PRINTING INK CO.

10 CAMOMILE ST., LONDON, ENG.

Cables: "Rotrnews London" Western Union Code



DUNCAN BOND

Absolutely the best value at

9½c. lb. Case Lots

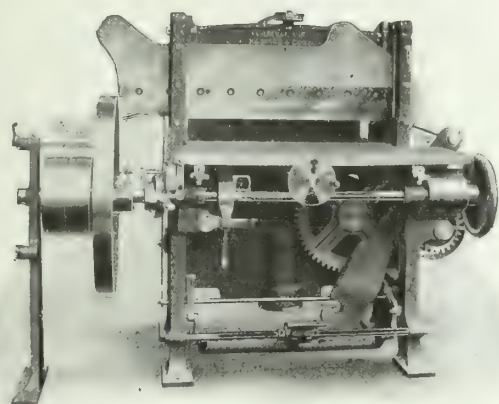
10c. lb. Less Than Cases

The Fred W. Halls Paper Company, Limited
TORONTO

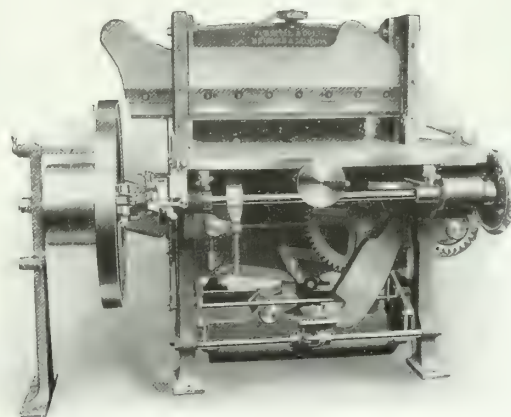
THE "EXPRESS" PAPER CUTTERS

**CUT WORK that other
CUTTERS will NOT CUT**

Patent "Self-Clamping" Paper Cutters



With self-contained Hydraulic
auto-clamping motion



With Weight and Lever auto-
clamping motion

Either Pattern of Cutter—price the same.

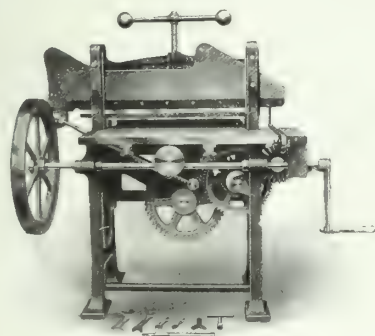
These Self-Clamping Cutters are the only ones which will clamp securely and cut accurately from top to bottom of pile, ALL CLASSES of materials.

They are the STRONGEST and MOST ACCURATELY BUILT Cutters in the world.

They CUT work which every other make of cutter fails to cut.

The NEW Patent Balanced Knife-Holder with Quick-Return Action ensures greater efficiency, easy running and requires less driving power.

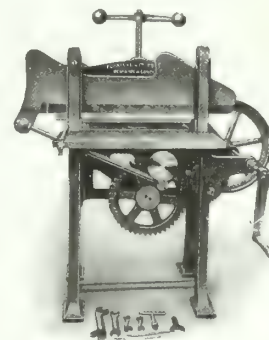
We have supplied over 10,000 Paper Cutters.



Cutters with Screw Clamp—
32" wide and larger sizes

Over 70 Cutters supplied to
one English Firm
and
Over 50 Cutters to another.

We also make Cutters with
Screw Clamp gear, for
small users.



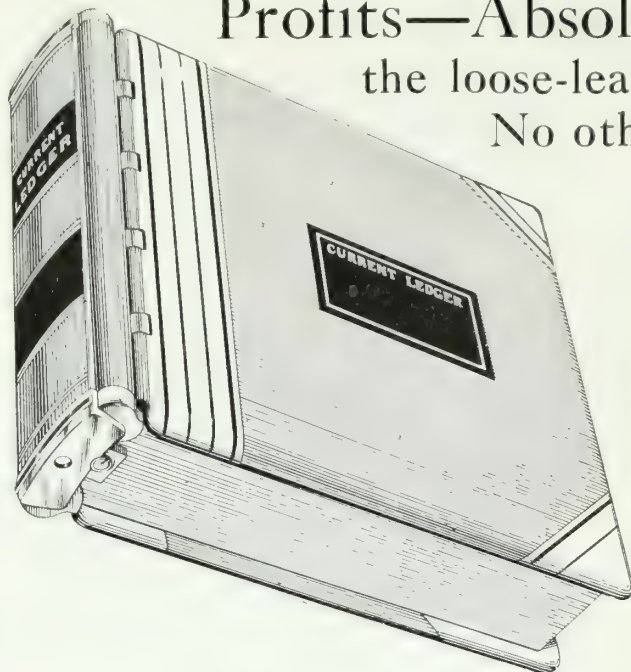
Cutters with Screw
Clamp—20" x 26" wide

Full particulars, Catalogue, etc., Free. Apply

FURNIVAL & CO., Limited, Reddish, Stockport, Eng.

You Can Greatly Increase Your Profits—Absolutely—by handling the loose-leaf business of your locality.

No other branch of your business



requires so little expenditure, so little time, and affords such a good margin of profit.

Hundreds of other progressive printers from coast to coast are handling our line of loose-leaf binders and supplies because of their inherent quality, serviceableness and durability.

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The posts are so solid and firm it is impossible for them to loosen in metals. The section posts are well protected with rubber ball caps. The etals of all half-bound binding are well protected to ensure long life to the covers.

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Important Announcement

WE take great pleasure in announcing to our many Canadian customers that we have established a manufacturing branch at 70-72 York St., Toronto, Ontario, Canada, where all our machines can be purchased at the same list prices as in the States,—that is, duty and transportation free.

With the opening of this manufacturing branch we are now in a position to give you the same prompt and satisfactory service as given to our home trade.

Telegraph, telephone or mail us your orders.

THE ROBERTS NUMBERING MACHINE CO.

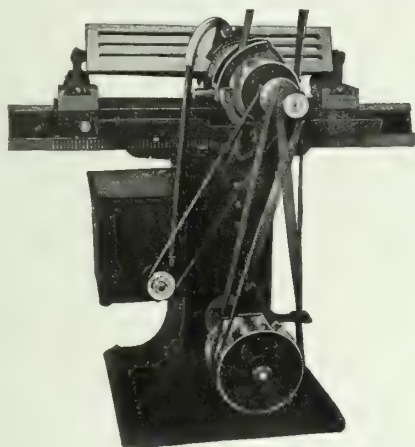
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Telephone No. : ADELAIDE 1374

Home Office : BROOKLYN, N.Y.

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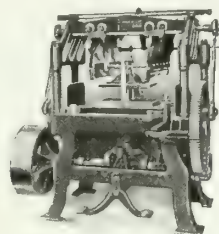
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Machinery and Supplies

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A Bargain, One "Seybold" Duplex Book and Pamphlet Trimmer only in use short time.



Unequalled for capacity and quality of work produced. Requires but one turn of the table to trim all edges of two piles of books or pamphlets all sizes ranging from $2\frac{1}{2} \times 5$ inches to 12×16 inches, 6 inches in height. The work is automatically clamped, cut and unclamped. A speedy, simple, accurate, substantial machine that is worthy of your full consideration. Let us send complete information.

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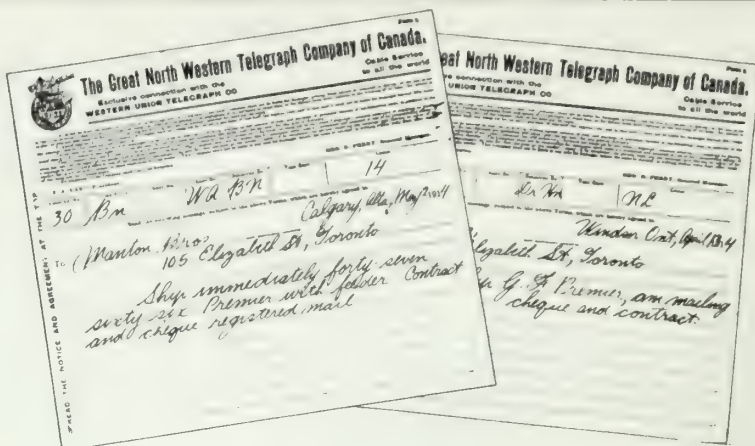
WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

PRINTER & PUBLISHER
WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

Further Evidence

that many shrewd Canadian printers realize the value of the best of all two-revolution presses—

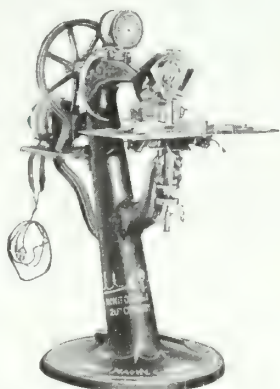


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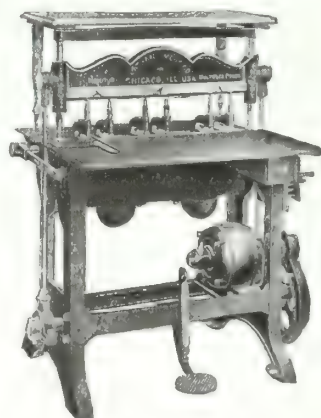
It requires unusual confidence to write messages like these—and yet the PREMIER is proving itself well worthy of that trust—proving it every day in actual service, quality of workmanship, speed, endurance and low cost of upkeep.

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A few of

Latham's Monitors

which have stood the test for twenty-five years.

Also manufacturers of Monitor Embossers, Creasers and Scorers, Duplex and Bench Punching Machines, Standing Presses, Board, Shears, Job Backers, Box Stitchers, etc.

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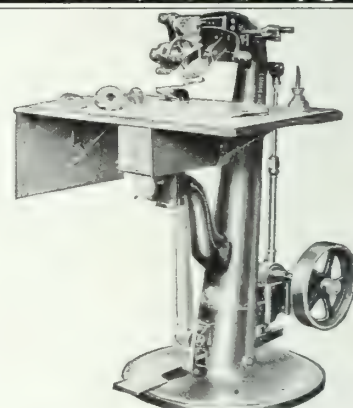
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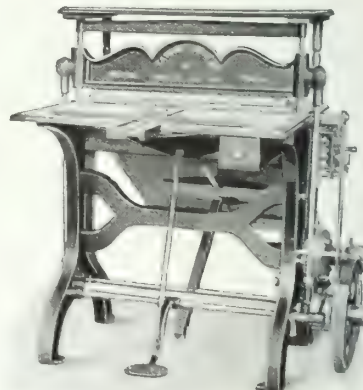
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Monitor Extra Heavy Power Perforator
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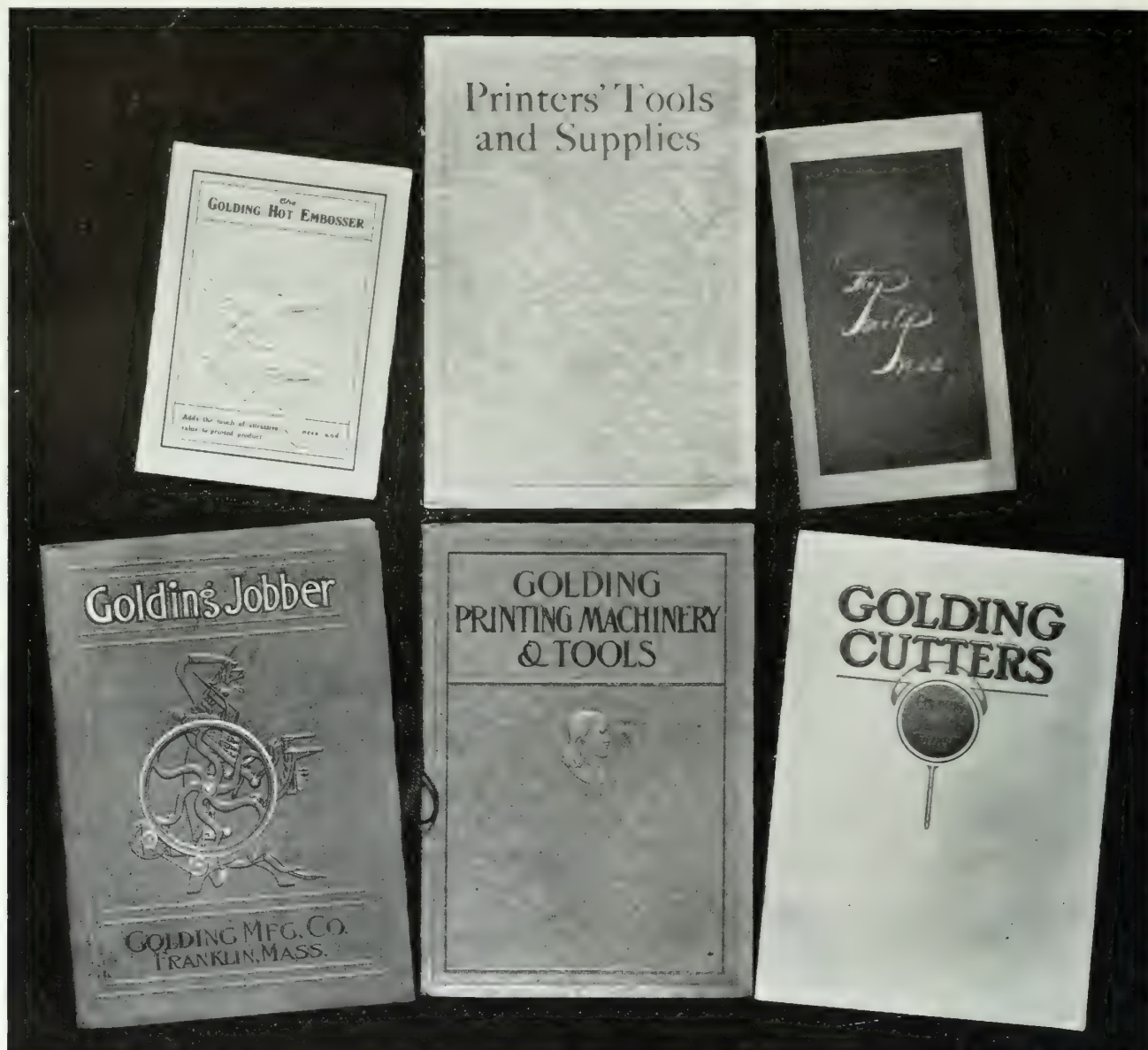
Dear Sirs,—

Please enter me as a regular subscriber, commencing at once. I [am enclosing
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NAME

ADDRESS

P.P.



GOLDING CATALOGS

Catalog of Golding Jobbers.

This is for the printer interested in a job press capable of raising the standard of his printed product—decreasing the percentage of cost and increasing the net profits.

The Golding Hot Embosser—a new device facilitating embossing on job presses with only an ordinary printing impression.

We are not sending these catalogs out promiscuously, but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it. One or more of these catalogs are for you. Send your request.

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A wonderful assortment of sizes, eight-inch up to thirty-six inch.

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A small, fast press for small work, a very practical and desirable press also for breaking in apprentices.

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Twenty-four pages of efficiency tools for composing-room and press-room.

Complete Catalog of Printers' Machinery and Tools.

This is for the printer who is interested in a general sense and whose requirements are varied.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

MADE IN CANADA

Enough better than the ordinary kind.

Colonial Bond

We would like every Printer in Canada to send for samples of this Bond paper.

You can recommend it with confidence that it will give entire satisfaction.

Made in White—Blue—Pink—Buff—Opaline and Golden Rod. A large stock is always ready for immediate shipment in the following sizes and weights:

NAME	SIZE	WEIGHT
DOUBLE CAP -	17 x 28	20-24-28
FOLIO - - - -	17 x 22	14- 16 -18- 20 -24
DOUBLE FOLIO	22 x 34	28- 32 -36- 40 -48
ROYAL - - - -	19 x 24	20 -24

The heavy figures indicate Tints.

Envelopes to match.

Send for samples to-day.

The Rolland Paper Company, Limited

High-Grade Paper Makers

General Offices:
384 St. Paul St., Montreal

Mills at St. Jerome and
Mont-Rolland, P.Q.

We take pleasure in announcing to the printing trade that we have issued a new

SAMPLE BOOK OF FLAT PAPERS

including Writing, Bond and Ledger Papers.

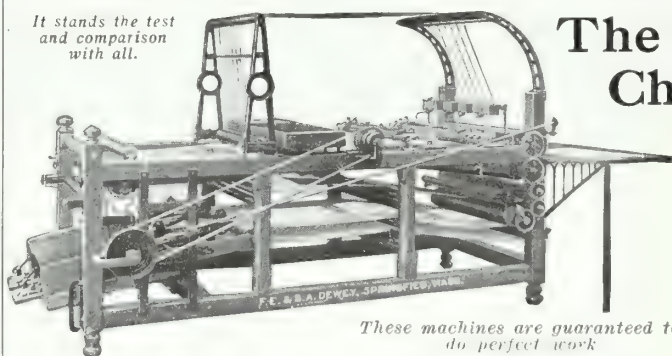
If you have not already received one, advise us and we will be pleased to forward one at once.

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, ADELAIDE and PEARL STS., TORONTO

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass., Agents H. J. LOGAN, Toronto and Vicinity
GEO. M. STEWART, Montreal and Vicinity

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES

92 McGill Street, Montreal

'Phone Main 1892

Ask for free copy of my Price List of Commercial Printing

QUALITY

TRUTH

SERVICE

HAVE BEEN THE BUILDING BLOCKS
OF OUR 30 YEARS' BUSINESS WITH
PRINTERS OF CANADA.

THERE MAY BE FASTER WAYS OF BUILD-
ING, BUT NONE MORE PERMANENT.

WE TRY TO PLEASE YOU TO-DAY, IN
SUCH A WAY THAT YOU WILL DO BUSI-
NESS WITH US AGAIN TO-MORROW.

Canada Printing Ink Co., Ltd.

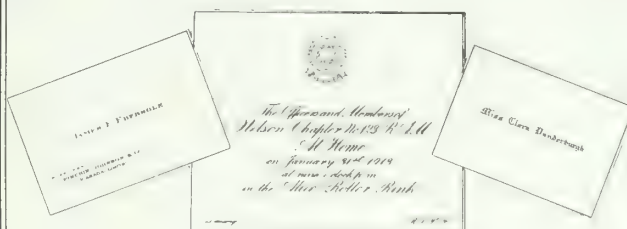
15 DUNCAN ST.

TORONTO, ONT.

PRINTING INKS

PRINTERS' ROLLERS

John Wanamaker says
that advertising doesn't
jerk—it PULLS. He
ought to know, and yet
some men think that
advertising should go
against all rules and
precedents and jerk
them to success with
one tremendous yank.



Give Prestige to Your Concern

by turning out the engraved and embossed
stationery, business cards, announcements,
etc., for your locality.

You need no special equipment. Simply
secure the orders for your locality; we fill
them and send the work to you ready for
delivery.

25% Profit

is what hundreds of other printers are securing
on every piece of work. Surely you could do the
same in your own locality. Write us *to-day* for
full particulars of our special offer to printers and
publishers.

Standard Embossing Co.

36-38 Lombard Street

Toronto

New Model

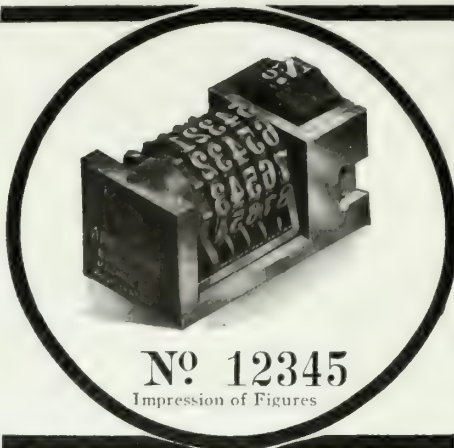
Solid Steel Wheels
No Drop Ciphers to Get Low

Solid Plungers
No Slides to Wear Loose or Get Lost
Steel Throughout

American Model 61—6 Wheels, \$5.00

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
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No 12345
Impression of Figures

New Price

American Model 60

5
Wheels

\$4.00
Fully
Guaranteed

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Electrotype & Stereotype Co. Limited

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(SOUTH SIDE—BETWEEN SHEPPARD AND YORK STS.)

WHERE you are cordially invited to visit one
of the most Up-to-date Electrotype and
Stereotype Plants in the Dominion.

TRAYTON BLABER, MANAGER

PHONE ADELAIDE 1638

ROSER'S PIGSKIN LEATHER

The best leather for
binding the best books.

Manufactured by

HERMANN ROSER & SON
ESTABLISHED 1854 GLASTONBURY, CONN.

4

Deliveries a Day Ensure the Quickest Service

ANNOYING delays are an unknown
quantity in the **PULLAN SERVICE**.
Fourteen rigs, making four daily pick-
ups and deliveries, insure Toronto print-
ers the quickest service in the disposal
of their waste paper or delivery of wip-
ing rags. Just 'phone Adelaide 760 for
a supply of shipping tags, which when
attached to your bags, preclude the pos-
sibility of your stock going astray.

To enable you to tell exactly just what
amount of stock has been picked up each
trip our drivers leave with your shipper
a stock receipt with amount and grade of
stock carefully filled in. Be sure to
check these up so as to tell just what
stock has left your office.

Phone Adelaide 760 NOW and one of
our drivers will call on next trip.

E. PULLAN

490 Adelaide St. West :: TORONTO

ESTABLISHED 1855

L. CORNELISSEN & SON

Manufacturers of Lithographic
and Process Materials. Transfer
Papers,—Writing, Re-transferring,
Copper Plate and Offset.
Transfer and Printing Inks.
Finest Hand and Machine
Roller Skins. Fine Colours
for Litho, Copper Plate and
Three-Colour. Draughtsmen's
and Designers' Brushes, Instru-
ments, etc.

Price Lists on Application.

22 Great Queen St., London, W.C.

Build YOUR Reputation on Our Experience

With the assurance of perfect results in less time and at less cost—backed up by the successful experience of forty years—the printer who uses

SURPRISE or WONDER BLACKS

knows that he is getting as perfect an ink as money can buy and skill, experience and the best of facilities can produce.

Surprise or Wonder Blacks enable you to run your presses 25% to 50% faster than with ordinary ink, give to your work that enviable density and brilliancy without the possibility of offsetting and enable you to turn and bind your work in an eight hour day.

Surprise or Wonder Blacks are an incentive to your pressman to turn out good work. With their use all ink troubles cease. They make good in any print shop where the best is demanded.

Ask for the opinion of any printer using them. We are confident it will be a favorable one.

Or better still—prove for yourself the many advantages and economies of these inks by sending for a trial order *to-day*.

THE AULT & WIBORG CO. OF CANADA, LIMITED

TORONTO

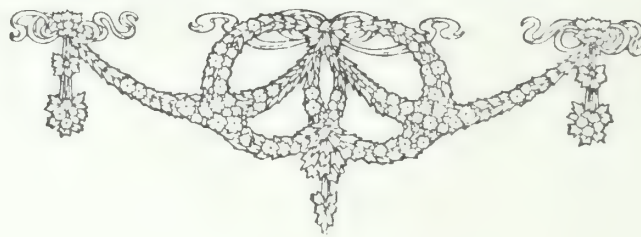
MONTREAL

WINNIPEG

You'll get quickest service and best results by sending your roller cores to the nearest of our three factories.

TRUTH IN ADVERTISING

is like truth in every-day conversation. It is the thing that makes social intercourse possible. But it need not be brutal. A cutlet is all the more attractive when decorated with a frill.





Equip Your Plant
With

KIMBLE

JOB and CYLINDER PRESS

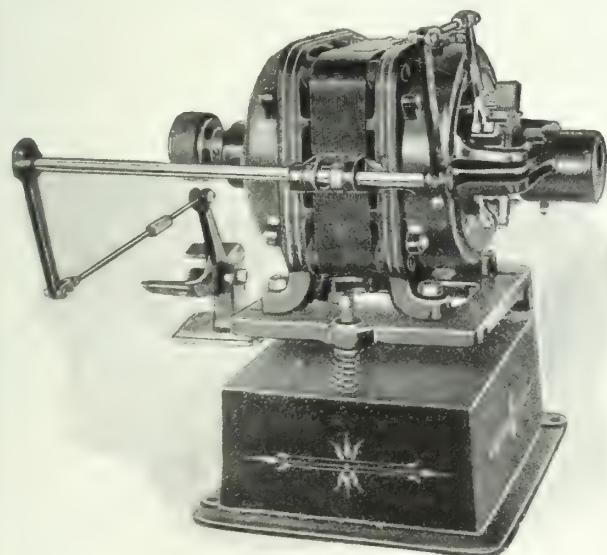
MOTORS

Single-Phase, Variable-Speed
Alternating-Current

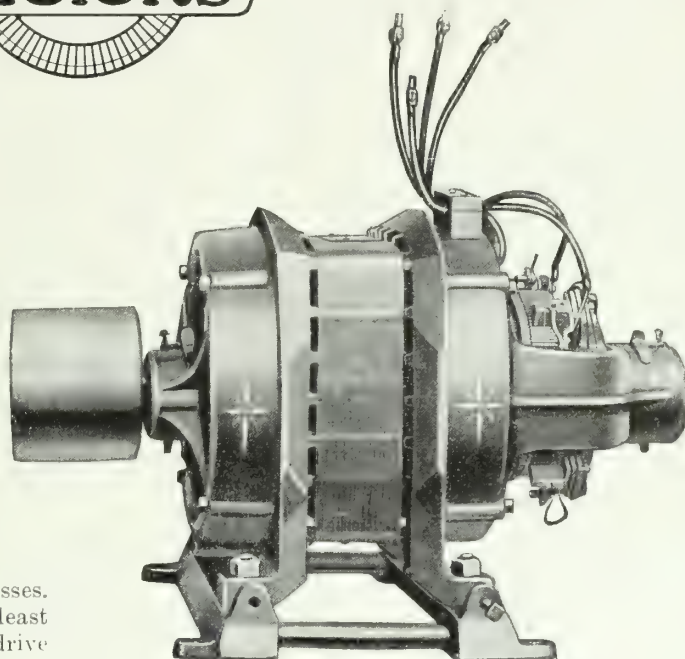
and increase the efficiency of your printing presses. They increase the efficiency of each press at least 20% over ordinary alternating-current motor drive and about 35% over line-shaft drive.

This great increase in efficiency is due to the wide range of speeds and the finely graduated steps. Kimble motors give any speed from 500 to 3,000 I.P.H. The feeder can get exactly the speed for turning out any work, in the best and speediest manner. The increase in speed is made in steps from 40 to 80 I.P.H. The feeder can increase speed by imperceptible steps while warming up to the work.

Aside from efficiency, there's economy. Kimble motors are the only alternating-current motors that reduce current consumption almost in direct proportion to every speed reduction. All other alternating-current motors consume as much current at any fraction of maximum speed as they do at maximum. The saving in current alone will pay 10% monthly dividends on the cost of a Kimble.



Kimble Job Press Motor



Kimble Cylinder Press Motor

The Kimble Job Press Motor is controlled entirely by the foot pedal, and as there are no steps or buttons, any imaginable shade of speed between the maximum and minimum can be obtained. There is no resistance used in the control. Any job can be run at a greater speed on any press with a Kimble Motor than by any other method. The speed can be gradually increased by means of the foot pedal without stopping, or using the throw-off.

The Kimble Cylinder Press Motor is controlled by the unique Auto-Transformer Controller, which gives a very wide speed range—permitting fully 75% reduction from maximum speed. Within this range are 18 forward and 18 reverse speeds—these limits are considerably wider than those of either induction motors or direct-current motors.

The advantage of wide speed control is obvious, as it affords the pressman the exact speed suitable to the particular job he has on the press.

Run all your presses with Kimble Motors. It pays big in efficiency and operating economy. Write to-day, giving us your requirements.

CANADIAN AGENTS

All points east of Port Arthur and Fort William
MASCO COMPANY, LTD.
55 Church Street Toronto, Ont.

All points west of Port Arthur and Fort William
MAINER ELECTRIC CO., LTD.
57 Albert Street Winnipeg, Man.



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Is an Economic Factor in Illustrated Printing

Canadian printers are recognizing more and more that with this paper they are able to produce many classes of illustrated work to the best advantage. Satin Book is an art paper at a price well within the limits of many classes of work.

SATIN BOOK comes in natural white, and you will find it particularly well adapted to the finest half-tone and three-color work. On illustrated work, SATIN BOOK will bring out the full, deep tones of the shadows to the best advantage, and overcome that "muddy," dirty appearance of the highlights.

Why not test for yourself the beautiful printing qualities of SATIN BOOK by writing us for liberal samples, together with specimens showing the pleasing results you can easily secure with SATIN BOOK? Send for the samples *to-day*.

FIBRESTOC COVER

Especially suitable for high-class catalogues, where a tough, lasting cover is demanded, but the price is low enough to adapt them to everyday work.

We are sending you printed samples showing color printings and embossing qualities. Please examine them and note the price.

Made in Canada by

CANADA PAPER CO.

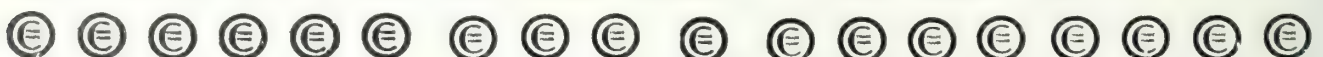
LIMITED

PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.



PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, July, 1914

NO. 7

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The MACLEAN PUBLISHING COMPANY, LIMITED

143-149 UNIVERSITY AVENUE, TORONTO, CANADA

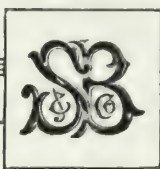
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A. R. ALLOWAY, *Editor*

BRANCH OFFICES: MONTREAL, 701-702 Eastern Townships Bank Building, O. S. Johnston, Manager; WINNIPEG, 34 Royal Bank Building, Gordon Rutledge, Manager; VANCOUVER, 2649 Third Avenue West, H. Hodgson, Manager; NEW YORK, U. S., 115 Broadway, R. B. Huestis, Manager; CHICAGO, 607 Marquette Building, 140 Dearborn Street, A. H. Byrne, Manager; BOSTON 733 Old South Building, C. L. Morton, Manager; CLEVELAND, Ohio, 1246 Thoreau Road, Lakewood, T. E. Klein, Manager; LONDON, ENG., 88 Fleet Street, E. C., E. J. Dodd, Manager.

Printer and Publisher is issued on the 20th day of the month preceding that for which the issue is dated. Subscription rates: Canada, one year, \$2.00; six months, \$1.00; single copies, 20 cents. United States, \$2.50 a year. Great Britain and Colonies, 8s. 6d. Elsewhere, 12s. Special rates for quantities on application.

Contributions of vital interest to Canadian printers and publishers are solicited, and prompt payment will be made for all accepted matter.

Advertising rates and particulars as to size, etc., will be submitted on request. Copy and cuts for advertisements should reach office of publication not later than the 10th of the month preceding date of publication.



List of Familiar Type Faces for Your Memory Book

Antiques	Old Style No. 5
Booklet	Saint George
Britannic	Spartan
Clearface Bold	Sans Serifs
Chatsworth	Scripts
Engravers	Texts
Grotesques	Typewriters
Hallamshire	Winchester
Italian Old Style	Windsor

Look them over and you will agree with us that there is no more comprehensive list of Type Faces for an up-to-date printing office than the above. Then, too, as you know, there are no others quite so good in quality. This combination—Quality and Style—is only offered to you by ourselves, which affords you the best profit-earning results.

S. & B. Type Wears Longest.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager
60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



Ad Clubs Movement Now World Wide

Big Convention at Toronto So Decides—Gathering was Splendid Success—Chicago Next Year

EPOCH-MAKING in the work that was accomplished, the tenth annual convention of the Associated Advertising Clubs of America held in Toronto from June 20 to 25 will long be remembered. The work which had been carried on for years past by earnest advocates of truth in advertising was brought to the point of culmination, standards of practice being adopted by all sections, by advertisers and publishers alike, which will make for the elimination of untruthful and exaggerated advertising and set the profession on a higher plane in all respects.

A significant feature of the whole convention was the unanimity which was displayed toward the adoption of truth standards. Some opposition had been anticipated; absolutely none developed. There was no suggestion, in fact, of diversity of opinion in the matter of degree, the universal attitude being that the standards should be placed on the most elevated plane.

With the work that was accomplished in all sections and in the convention sessions at large, a new era in advertising will undoubtedly be the result. Delegates were fired to enthusiasm by the attitude of the convention and the spirit that was felt behind every address; and it is no exaggeration to say that none in attendance could leave without a strengthening of ideals and a fixed purpose to help along the work that is to be accomplished.

Another feature of the convention was the almost complete elimination of flamboyancy and "flapdoodle" as some termed it. There was practically no attempt made to introduce the riotous methods that made conventions in past years so picturesque and, if we must say it, unbusiness-like. The delegates had come to Toronto to attend to business, not to endeavor to outdo each other in extravagant stunts and burlesque costumes. The meetings started for the most part well on time with unusually large numbers in attendance. The tendency to make it a business convention, in fact, was very marked.

The attendance on the whole was in excess of past records. There were about 2,000 delegates on hand, and 1,800 other visitors. Boston sent 210 delegates, Dallas 240 and Baltimore perhaps as many more. Canadian cities were very well represented. It is estimated that in all about 5,000 people attended the convention.



The accommodation provided at the Exhibition grounds was so complete that the effort to keep business proceeding briskly was facilitated. In all respects, in fact, the convention proved a red letter one and Canada may be said to have done herself proud.

The opening ceremonies were conducted on Monday. Addresses of welcome were made on behalf of H.R.H. the Duke of Connaught, by Sir John Gibson, Lieutenant-Governor of Ontario; on behalf of the city of Toronto, by Mayor Hocken; on behalf of the ladies of Canada to the visiting ladies of the convention, by Miss Constance Rudyard Boulton, and on behalf of the Toronto Ad Club, by William S. Rook.

So much was done that PRINTER AND PUBLISHER will not attempt to give a detailed report of all that was done in the general sessions. A summary of the most important work done by the convention as a whole will suffice.

It was decided to make the association international in its scope and the new title chosen was the Associated Advertising Clubs of the World. Among the delegates in attendance were representatives from many foreign countries, including Great Britain, France, Germany, Cuba, Japan and China. A request for affiliation was received from the newly formed British association and this was undoubtedly the determining factor in the change of name. There is now some talk of holding the convention in London in 1920.

Standards of practice were discussed in all sections on Tuesday morning, and the result of the deliberations was reported to the general convention on Wednesday afternoon. The purport of the standards of the various sections was practically the same in all cases—pledges to stick to the truth, to prevent fraudulent advertising, to give clean, wholesome reading, to give honest circulation statements and so forth. The standards set up, in the sections of most direct interest to readers of PRINTER AND PUBLISHER will be found on succeeding pages.

CHICAGO NEXT YEAR.

A keen fight was waged between San Francisco and Chicago for next year's convention, the latter winning out. Cincinnati conducted an aggressive publicity campaign for 1916 and the Edmonton and Montreal contingents vied in

their efforts to start 1917 booms for their respective cities.

The report of a provisional national commission on the new constitution and by-laws by William H. Ingersoll was adopted.

The election of officers resulted in the return of President Woodhead for another term.

The following men were nominated by the National Commission to serve on the new Executive: E. T. Meredith, Iowa; W. C. D'Arcy, Missouri; T. R. Gerlach, Illinois; H. S. Houston, New York, and W. H. Jee, Connecticut. The following were nominated by the local committees, and will be brought before the convention for ratification today: A. E. Chamberlain, Illinois; F. H. Rowe, Canada; A. L. Schuman, Texas; J. Renfrew, California, and E. J. Shay, Baltimore.

Mr. R. R. Schuman of Chicago, gave a stirring address upon "The Obligation of the A.A.C. of the World, and the Duty of the Members as Club Units and Individuals." The speaker said the first duty of every club was to clean house itself, to drive out from its province every one who was doing harm in any form. They should first remonstrate with the delinquent, show him how foolish he was, and after trying all methods, to finally put him out if unsuccessful in their aim. To those who wrote copy he gave the following maxim as a guide: "If I myself were to act upon the suggestion contained, would I be a loser or a gainer? Advertising," said Mr. Schuman, "is too vast a power to be injured by a minority of the wrong sort."

The Standards of Practice set up were sweeping and in many cases complete. It is impossible to quote the standards set up in all sections but the following are indicative of the earnest efforts displayed to attain standards that would serve the purpose aimed at and be workable in all respects.

RETAIL SECTION.

Each head of a retail enterprise should dedicate his best efforts to the cause of Business Uplift and to this end should pledge himself:

1. To consider, first, the interest of his customers.
2. To insist on the courteous treatment of every visitor.
3. To permit no misrepresentation.
4. To discountenance careless, slurring or offensive statements on the part of sales-people.
5. To avoid misrepresentation or careless indifference in advertising.
6. To see that comparison values in printed announce-

ments are with prices previously prevailing in his store, unless otherwise distinctly stated.

7. To avoid the use of such expressions as "Were \$10," "Value \$10," "Elsewhere \$10," "Made to Sell at \$10," "The \$10 Kind," etc., where their use would give a misleading impression to the reader.

8. To resent strenuously—to the point of withdrawal, if necessary—the "make-up" of his advertising in a newspaper next or near announcements offensive to good taste or of a debasing nature.

9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character, and a statement as to how they were secured—by voluntary subscription, by solicitation, by premium or gifts.

10. To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in its columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.

MAGAZINE SECTION.

We believe the magazine publisher is a trustee of the millions of homes whose entertainment and cultivation he strives to promote, and we therefore set up the following standards in the light and obligation of his trusteeship:

1. We commit ourselves, without reservation, to the Truth emblem of the A. A. C. of W.

2. We commit ourselves to ceaseless vigilance to see that every advertisement we publish shall measure up to that Truth emblem.

3. We commit ourselves to stand at all time for clean and wholesome editorial and text matter and free from advertising influence.

4. We commit ourselves to our advertisers and agents to maintain an absolute uniformity of advertising rates.

5. We commit ourselves to definite statements and to independent audits showing the quantity and distribution of our circulation.

6. We commit ourselves to maintaining the highest standards of character and capacity in appointing advertising agents.

7. We commit ourselves to continued opposition to free press bureaus and other agents for free publicity.

(Continued on Page 46.)



WILLIAM WOODHEAD,

President of the Associated Advertising Clubs of the World.

Department of Graphic Arts of A.A.C. of W.

Plan of Organization Decided Upon—Standards of Practice Adopted
—Many Valuable Addresses Were Delivered at Toronto Convention

ALTHOUGH the attendance at the Printing Section was not large at no time more than one hundred the deficiency was partly made up for by its representative character. Men were there from all the big cities of the States—Dallas and San Francisco being perhaps the farthest points represented. There was also a good sprinkling of Canadians, some of whom were delegates to the Ad. Club Convention, and others who took advantage of the opportunity offered them through the holding of the convention in Canada.

The program was in some respects a unique one and it is believed that some points were brought up, both in the papers and in the discussion which followed them, that were entirely new to a gathering of printers. The whole tenor of the program was towards the uplifting of the printing business and the placing of it on a higher commercial and ethical basis in keeping with the noble aims of the Associated Ad Clubs.

On account of the absence, through illness, of Lawrence Fell of Philadelphia, who was to have presided at the meetings of the Printing Section, Henry P. Porter of Boston, filled that position and did so in a manner that met with the hearty approval of all those present.

Tentative officers were elected to look after the interests of the Printing Section and to work in conjunction with the National Commission in organizing the section so that it might be properly recognized as a department of the Associated Advertising Clubs in compliance with the new constitution. The following are the officers: President, H. H. Cooke, William Green & Company, New York; Secretary, Joseph E. Potsdamer, Ketterlinus Litho. Mfg. Co., Philadelphia; Treasurer, H. A. Gatchel, Gatchel and Manning, Philadelphia. As it was decided to make provision for the inclusion in this section of all trades allied with printing such as, engraving and lithography, etc., the meeting decided that the name should be the "Graphic Arts Department of the Associated Advertising Clubs of the World." In view of this it was pointed out that the three men chosen as officers would be representative of the membership, Mr. Cooke, representing the printing interests, Mr. Potsdamer the lithographers' and Mr. Gatchel the engraving interests.

A DECALOGUE FOR THE GRAPHIC ARTS.

The opening session on Tuesday morning was devoted principally to the consideration and adoption of a standard of practice for the guidance of members of the Graphic Arts and particularly for those who are linked up in any way with the Associated Advertising Clubs. The adoption of this standard marks a distinct forward step in the history of the printing fraternity and allied trades. While it is intended as a practical guide in all matters of business practice, it was pointed out that it was even more important to really catch the spirit of it than to merely become servile to the letter and in this each man's conscience must be his own interpreter.

Mr. Ingersoll, Chairman of the National Commission, conveyed the request of that body that some steps be taken toward the formation of those present into a department within the Associated Ad Clubs. In this connection he said a constitution should be adopted and officers elected tentatively.

At the afternoon session on Tuesday four splendid addresses were given on various topics relating to the production and selling of printing. These were followed by a brief address full of vital suggestions on "The Vigilance Yardstick Applied to Printing."

Mail Order Catalogues

T. G. Donnelley, of R. R. Donnelley & Sons Company, Chicago, was the first speaker. His topic was "Recent Developments in Catalogues for Mail Order Houses."

"Perhaps a good definition of a Mail Order catalogue," said Mr. Donnelley, "is a catalogue issued by a firm whose out-of-town orders are either too small in amount or too numerous in number to be sold by personal drumming or detailed correspondence, which catalogue performs all the elements of the sales from describing the goods to persuading the buyer to mail the order."

The speaker then dealt with the developments of the mail order business and referred to the various classifications of mail order catalogues in use at present, such as those for general supply houses (department stores), specialty supply houses, furniture, farm implements, jewelry, women's wearing apparel, seed houses, etc.

A DISCOVERY OF FORTY YEARS AGO.

Going back to the "discovery" of the mail order catalogue, Mr. Donnelley said:—

"The Mail Order business was virtually discovered forty years ago by A. Montgomery Ward and George R. Thorne, two brothers-in-law, who under the name of Montgomery Ward & Co. tried out the scheme of selling a job lot of dry goods by mailing a circular to a list of farmers. The response was so much greater than was anticipated that more job lots were listed. These job lots being exhausted it was discovered that goods could be bought in the regular market and thus sold at a profit, and the two partners who had tried out the scheme as a side line were compelled to give up their regular positions in order to attend to the increasing business."

Standards of Practice

Adopted by the
Department of Graphic Arts
of the A.A.C. of W.

1. To give full value for every dollar received.
2. To charge fair prices, viz.—known cost plus a reasonable profit.
3. To subscribe to and work for truth and honesty in business; to avoid substitution, broken promises and unbusinesslike methods.
4. To co-operate in establishing and maintaining approved business ethics.
5. To be original producers and creators—not copyists.
6. To be promotive looking to the needs of the customer, analyzing his requirements and devising new and effective means for promoting and extending his business.
7. To place emphasis upon quality rather than price service to the customer being the first consideration.
8. To merit the support of buyers of our product by living up to the spirit as well as the letter of these standards.
9. To develop by co-operation with other departments of the Associated Advertising Clubs of the World, an ever-strengthening bond of union to the end that the service rendered to advertising by the Graphic Arts may achieve its highest efficiency.
10. To aid in securing just and harmonious relations between employer and employed by establishing honorable conditions of employment.

NEED FOR BETTER QUALITY.

The argument for higher standard of quality in mail order catalogues was admirably set forth by Mr. Donnelley as follows:—

"Clothes oft proclaim the man, and so does the catalogue often convey an impression to the customer of the character of the house and the quality of its goods and service. In the earlier days of little competition the great problem of the Mail Order house was to get catalogues into the hands of the greatest number of people. Total cost per book was the controlling factor in such a policy and compromises in appearance could be afforded. But to-day competition is more severe and the mail order buyer has been educated into a knowledge of good printing by the enormous development of the popular magazines. The catalogues of several competing houses are in the hands of most mail order buyers and the appearance of the book and the general impression it creates is an important factor. A cheap, unattractive piece of printed matter must make a similar impression upon a mail order buyer that a slovenly salesman of poor address makes upon us. None of us would be inclined to open up with such a salesman an important negotiation, and unless we had positive knowledge to the contrary we would form a poor impression of his house or the quality of its goods. If appearance is so important in a personal salesman who has all the opportunity of contact to remove a wrong impression, how much more necessary is it in the case of the silent salesman, which must make its introduction and selling talk and close the

order by the printed page. I have in mind a concrete example of the advantage of such a catalogue over inferior ones. While a few specialists in seeds and nursery stock are issuing catalogues of the very highest type, the general seed men continue to print their catalogues upon a medium weight sized and super-calendered paper, which takes only indefinitely the halftone illustration. In comparison with these American dealers the English firm of Sutton & Sons issues a book of some two hundred and forty pages, 8 x 11 inches, illustrated with beautiful half-tones from carefully retouched photographs and printed in a brilliant black upon a heavy superfine coated stock. The catalogue is also illuminated with inserts in colors of the firm's novelties and bound in a richly embossed cover. Its whole atmosphere is that of "class," and one instinctively interprets the atmosphere of the excellence of the catalogue into the character and goods of the firm, and he is an unusual gardener who does not place at least a part of his order with this enterprising concern."

THE ROTARY PRESS IN CATALOGUE WORK.

Referring to the mechanical developments for the production of mail order catalogues Mr. Donnelley said:—

"The development in rotary press work will keep the price of a superior quality of presswork within practical limits. Sixteen years ago commercial printing by a rotary press was first accomplished in printing a portion of the Montgomery Ward catalogue. So revolutionary was this that only one press builder would guarantee the accuracy of folding necessary on account of the narrow margins. This press printed and folded 32 pages and only attempted



WALTER B. CHERRY,
Vice-President A.A.C. of W.

to print light forms with wood cuts on the print paper then used. Since that time the tremendous circulations of the fifteen cent magazines made the time taken to print the editions on flat bed press work impracticable, and forced the inventive genius of the press builders to develop machines capable of printing half-tones on well surfaced paper. To-day presses doing such a grade of work print and fold eighty pages of the standard mail order size and at the same time print an additional color. In spite of the greater time for make-ready, the slower speed and more expensive inks, the increase in size of these presses have so increased the production that the cost of press work on a form on sized and super-calendered paper in two colors does not materially differ from the cost of the same form printed fifteen years ago in block on common print paper."

TO PRINT COATED PAPER ON THE ROTARY.

"An experiment, which if successful, promises to still further advance the quality of mail order presswork," said Mr. Donnelley, "is the printing of coated paper on rotary presses." The press builders, by the adoption of the traveling offset roll and the perfecting of the straight away folder used on magazine presses, have entirely overcome all objections so far as the machine is concerned, and it now rests with the paper mills to produce coated stock in rolls that is sufficiently free from lumps and other imperfections. Two mills claim they are now prepared to do this and a commercial try-out on forms of two large catalogues is to be given this fall.

ONE GENERAL CATALOGUE BEST.

At the conclusion of Mr. Donnelley's address, Mr. Porter asked Mr. Donnelley what he would recommend in the case of a customer who had as many as three distinct lines and had been in the habit

of getting up separate catalogues for each line of goods, Mr. Porter explained that in the case he had in mind all the goods were related to each other and in some cases all three catalogues were mailed to one man, but the general intention was that it was economy to use separate catalogues instead of one general catalogue. Mr. Donnelley replied very emphatically that he believed it a much better policy to issue one general catalogue for wide distribution. In this way the catalogue would get into the hands of everyone in any way interested and was always at hand for reference, even if orders did not result immediately. The same view was upheld by Charles Francis of the Charles Francis Press, New York, who said it had been his experience that divisional catalogues did not pay. He said it was much cheaper in the end to put out a single large catalogue than three smaller ones. This applied particularly to a sporting goods house which he had in mind.

Relation of Printer to Advertising Agency

"How to Sell Advertising Materials Through An Advertising Agency," was the topic of a very helpful address by Mansfield F. House of The Advertising Service Co., Limited, Montreal. Mr. House is a young man in the field, but, as the portions of his address which follow will show, has a very thorough grasp of many of the problems affecting the production and selling of printing.

NO CUT-AND-DRIED SELLING METHOD.

In introducing his subject Mr. House said: "As most of us have had ample occasion to find out, there is no cut-and-dried, guaranteed-to-work way of selling anything. It is easy enough to look back, after the sale is made, and say that it was assured by the wit of that funny story you thought of at the sellological moment, or by the low tone of voice in which you mentioned the price. But you know that the next man may not be Irish enough to see the joke and that he may be very keen of hearing when you get to figures. So neither the funny story nor the well-timed whisper can safely be recommended as ingredients in the formula for 'How To Sell.'"

REAL AND IMITATION "SERVICE."

Mr. House's experience in buying printing had forced upon him the conclusion that the printing salesmen of the average printer "talked freely of service—but when their definitions of it were boiled down it meant little beyond a promise of prompt delivery and reasonable care in the mechanical departments. Sometimes it included the designing of covers and borders that *might* enhance the commercial value of the booklet and would *certainly* increase its cost. But "printing service" as it was described by the printing salesman took cognizance of no part of the world outside the printshop. It was much interested in the difference between process plates and line cuts on the cover of a catalogue; but it knew nothing and cared less about whether the margin of profit on the goods in the catalogue was large enough to pay for a cover of many colors. It was eager to promise delivery of fifty thousand copies within two weeks, but it had no slightest idea about how those fifty thousand copies should be distributed to make them reach fifty thousand prospects at the time and under the circumstances necessary to bring a fair percentage of fifty thousand sales.

PRINTER CONTRASTED WITH PUBLISHER.

Mr. House contrasted the service rendered by the average printer with that of the publisher, first pointing out that both were endeavoring to attain the same object, the printer having certain advantages over the publisher because of the more tangible nature of his advertising material. He said, "While the printer's service has been running back and forth between the composing room and the bindery, the publisher's has expanded until it reaches from the manufacturer's pattern-room to the consumer's kitchen. While the printer has been represented by salesmen whose greatest assets were affability and fast legs, the publisher has been represented by great agencies who have developed the whole science of salesmanship in print."

The mission of the "keen-eyed agency man" was to discern the best medium for presenting a given product to the public at large or any section of it. The manufacturer behind the campaign wants results and if he can get them he is willing to pay more than merely the cost of paper and ink, be it in newspaper or booklet form. "In other words," continued the speaker, "both printer and publisher manufacture an advertising raw material. The printer, until very recently, has been content to sell his product as a raw material; while the publisher has fashioned his into the finished product. The printer sells so many units of compositors' time, press hours, paper, plates and ink, and seldom gets much more for them than they cost him. The publisher sells *selling-influence* and gets what it's worth to the buyer, or considerably more than it costs.

RAW MATERIAL AND FINISHED PRODUCTS.

The most progressive printers have realized the error of their trade, and have begun to *finish* their product. Like the publisher, they have begun to consider themselves responsible for more than

the mere mechanical excellence of printed paper. They are beginning to be interested in the work which that paper can and should perform if it is to be worth the cost of printing. They see that their responsibility begins before the piece of printed matter is designed, and does not end until the purchaser has had profitable results from his use of it.

There is only one way in which the printer can shoulder this responsibility. It is by following the publisher's example and establishing an advertising service that will make the advertiser's experience with direct advertising as convenient and profitable as is his experience with indirect advertising. These service bureaus must approximate the advertising agency in ability to analyze, plan and create.

With such a staff organized, the printer is ready to begin the sales of his "finished product"—"direct advertising material."

Immediately he faces serious problems and splendid opportunities. The expense is heavy, because good edvertising men cost real money. Customers are unappreciative. They have heard the "wolf" cry of "Printers' Service" for so long that they are wary of false alarms. The bureau is likely to be considered as simply a new name for a staff of printers' salesmen—and its first task, therefore, is to establish its own position. This takes time, and brings many discouragements.

PRACTICAL SUGGESTIONS.

Inspiration to face these difficulties, however, is born of the opportunities which are also disclosed. Direct advertising has wonderful possibilities, and as some of these are brought to light, the printer realizes that there is a great undeveloped market for his product. The customer who once thought a catalogue a year filled his need of printing—and who bought that where he could get it cheapest—is shown that a series of mailing folders will bring a flood of orders by mail. Another, who has bought nothing but cheap price lists, is told how much more effective that monthly price list will be if he expands it into a house organ. He does, his trade responds, and he is hungry for more of that printer's direct advertising. So it goes, on down the line.

Every firm in business can use direct advertising, in one form or another, profitably. There are no exceptions. The retailer can use package and mailing inclosures, price tickets and circulars to announce new goods or to tell of bargains in old ones. The jobber can use a house organ, supplementary catalogues, special mailing folders, and circular letters. The manufacturers' agent can use envelope inclosures, blotters, and circulars to supplement the printed matter supplied by his principals. The manufacturer himself can use practically the whole machinery of direct advertising to his trade, and in some cases, also to the ultimate consumer. Contractors can make selling capital out of big jobs they have handled, by printing booklets to describe them. Financial houses find that house organs and *well-written* prospectus booklets stimulate the sale of securities. Not even professional men are exempt. I know a very well-thought-of dentist who attributes the remarkable growth of his practice to the fact that six months after each patient has been treated he mails a courteously-worded reminder that "it is time to again take a look at those teeth."

MUST HAVE DEFINITE PLANS.

"One of the first things for a new Service Bureau to do," said Mr. House, "is to lay out a series of what might be called 'standard plans.' The point was emphasized that the business of the retail merchant, the jobber, etc., each demanded the working out of a propaganda particularly suited to its peculiar marketing problems. A set of such plans would prove of great assistance to the Service Bureau.

"Another function of the Printer's Service Bureau is to establish a uniform style for each of its customers' printed matter," continued the speaker, "The advertising advantages of preserving a strong 'family resemblance' between letterheads, invoices and statement forms, booklets, catalogues, and all other printed matter for the same firm, are too well recognized to need elaboration.

GET CUTOMER'S CONFIDENCE.

"One of the first results of a Printer's Service Bureau should be the establishing of a greater confidence on the part of the customer. In order to accomplish this it is necessary to look at the customer's problems from his standpoint and "be sincerely interested in making his printing pay a profit on its cost." The mission of the Service Bureau is "to increase *volume*—to expand the market."

"In selling advertising material through a service bureau emphasis should be laid, not upon clever ideas, but upon the trained advertising man's ability to work at his own highly technical trade more efficiently than the customer who knows nothing of it."

METHOD OF CHARGING FOR SERVICE.

Mr. House thought it a mistake to carry the service bureau as an overhead, because some customers would make freer use of it than others. "A good plan is to establish a fixed percentage of the

printing-price for service—say 5, 10, or 15 per cent. according to the volume of business which the bureau can handle. In addition, there should be a scale of minimum prices for certain work. For instance, the writing of a 6 x 9 booklet might be charged at 15% of the printing price, or a minimum, say, of \$5.00 per page. The design and copy for mailing folders might be charged at a minimum of \$10.00 or \$15.00. It is not difficult to establish such a scale of minimum prices, and they are really necessary where editions are small and printing costs proportionately low. It is better to charge by the job or by percentage than by the hour, because few customers will understand why it takes twice as long to write one eight-page booklet than another of exactly the same number of words.

HANDLING COMPLETE ACCOUNTS.

"The big part of the service bureau's work is not, however, on separate pieces of printed matter which must be charged for as I have just suggested. It will be in handling of *complete accounts* and may be paid for in the saving of selling expense on those accounts.

"The arrangement I refer to is this:—

"A customer who has been made to understand the value of agency service on printed matter, is offered that service, free, in exchange for his entire printing account, on a cost plus profit basis. That portion of the cost which ordinarily would represent *selling* expense, is automatically diverted into *service* expense. The understanding, of course, is that the customer will give all his printing to the one printer, and that the printer, in turn, will keep an accurate record of costs and will not abuse his privileges under the arrangement.



FRED E. JOHNSTON.

Johnston Ptg. and Advertising Co., Dallas, Texas, Member of Executive Committee.

"Two of the larges printing accounts in Montreal, totalling \$100,000 a year, have been handled on this basis with entire satisfaction on both sides."

BEST FOR LARGE CONCERNS.

In reply to a question, Mr. House said he would not recommend the establishment of a Service Bureau except in the case of a large concern which had a considerable amount of work passing through that could be handled by such a plan as he suggested.

Will Howell of the American Litho. Co., New York, did not believe that a service department could be operated on a percentage basis. The experience of his firm had been that they had to pay big money in order to get strong men for this department and he believed it right and proper that the charge for every piece of work should be based upon what that work was actually worth. He pointed out that a printer operating a service department was in direct competition with the agencies and he thought printers could do no better than follow along the lines of their most improved methods.

WORK WITH AGENCIES.

Mr. Donnelley asked if it was worth while attempting to compete with agencies and the answer given by one member was that instead of competing with them it was better to try and work in conjunction to the mutual advantage of both the printer and the agency. Mr. House expressed the view that the printer ambitious to build up business along this line could gather in many accounts which the agency was not in a position to handle and which were at present not looked after in any way.

PRINTER SHOULD NOT TOUCH NEWSPAPER CAMPAIGNS.

E. C. Brown, printing sales manager of the H. C. Crocker Co. of San Francisco, instanced a case of a firm manufacturing a popular specialty which required a newspaper campaign as well as direct by mail advertising. Mr. Brown asked what should be done in such a case. Should the printer operating a Service Bureau endeavor to handle the entire proposition and thereby make it unnecessary for the customer to consult an advertising agency? Mr. Howell of New York, gave it as his opinion that it was beyond the province of a printer to interfere with the business of an advertising agency to the extent of placing business in newspapers and magazines. He pointed out that the agencies have all the facilities at their disposal for the selection of proper mediums, making of contracts, checking of advertising and looking after the entire appropriation throughout the campaign. Mr. Howell did think, however, that the printer operating a service department might go so far as to write and set up the advertisements, one advantage in doing so being that the arrangement and general effect might be made uniform with other literature that was being prepared for follow up and direct by mail campaigns.

W. Arthur Cole of the William S. Fell Co., Philadelphia, made the interesting statement that he had knowledge on good authority that one of the largest agencies in the United States had decided to discontinue handling direct-by-mail advertising, the reason given being that they found it necessary to make a charge of 25 per cent. over and above the net cost to them and this, they believed, was more than their service was worth to the advertiser.

Reducing the Cost of Selling

Henry P. Porter of the Oxford Print, Boston, Chairman of the U. T. A. Committee on Apprentices and always a popular speaker at printers' meetings on both sides of the line, gave an address on "Reducing the Cost of Selling; Dividing the Cost of Dummies Between Customer and Printer." Mr. Porter confined himself principally to the problem of reducing the cost of selling. As will be noticed, he dismissed at once the idea that there should be any division whatever in the cost of dummies between customer and printer. Mr. Porter said in part:

"Reducing the Cost of Selling, (and I am interested only from the standpoint of the printer,) is a process wherein headwork takes precedence over footwork. By this I mean, selling a service as against sidewalk chasing for orders; salesmanship as against order-taking; knowledge as compared with ignorance; a trained mind as against dull wit; imagination as compared with hind-sight; a professional diagnosis as against a gamble; a carefully compounded prescription as compared to a fool suggestion. In other words we, as printers, need as salesmen genuine advertising advisers and counsellors, rather than printing solicitors if we are ever to reduce the cost of selling.

REAL SALESMEN CHEAPEST IN END.

The average printer's salesman is a mental dwarf. He may know the mechanical processes of printing, be nimble fingered with a pencil and an estimate blank, and occasionally show a spark of near-intelligence in a suggestion as to where a certain job-lot of paper may be found that, by substituting for a regular grade, will help to reduce the cost of production—but beyond this—into the field of *real* ideas—he seldom ventures. And thus we have a high cost of selling, because printing, as a mechanical product, sold upon the existing competitive basis, has a margin of profit altogether too slim to permit of a division, either through salary or commission, whether such product be sold in limited quantities or large contracts.

Pay more for intelligence, employ men who think and apply, have salesmen who are business students, make your selling departments a department of counsel and service, employ salesmen who sell themselves instead of your printing, and your cost of selling will be greatly diminished.

IDEAS SHOULD HAVE PRECEDENCE OVER MATERIAL THINGS.

One of the greatest troubles with printers and advertising agencies is the selling of material things rather than the selling of ideas. The columns of paper and the product of a printer should be merely incidental to the real thing sold. The purchaser to-day of a cash register, a computing machine or a kodak is not really buying from the manufacturer a collection of metal and paint, but a workable idea—an invention or a series of inventions that will do new things, or old things in a new and time-saving way. The same should be true of the advertising agent and the printer; it is not printed paper or space that we should sell, but ideas *behind* the world, psychologic reasons or motives in the designs or pictures or pages. Something that will do new things in trade building for our customers or something that will make the old trade buy new goods of our customers. And *that* is advertising. And selling that kind of printing is salesmanship, that kind of salesmanship will

reduce the cost of selling, and the salesman who delivers that kind of salesmanship is worth his price.

Now you hear a whole lot these days about "Service"—service rendered—by the printer or advertising agent. This word "Service"—what does it really mean?

WHAT IS "SERVICE"?

Webster's Dictionary gives several definitions either, or all of which, can apply. One is, "labor performed for another," others are, "useful office; advantage conferred; that which promotes interest or happiness." Now if I undertake to do a given piece of work in a specified time—and *do it*—I am of course rendering service "performing labor for another" as the dictionary says and if the customer has not been in the habit of receiving his work on time, but has experienced the delays usual to many printers, I may have performed a "useful office" that has "promoted happiness." But that kind of service is merely mechanical performance; it is not kind of service which I have referred to and which will reduce the cost of selling.

Service in printing (outside of mechanical service) is not an easy thing to give. First of all it means ability, upon the part of the printer, to think intensively, and progressively; to analyze; to construct, to invent. He must absorb the problem; understand the proposition from the customers' viewpoint and the viewpoint of the customers' patrons. He must know men; business procedure; merchandising science; distribution; transportation. He must know color, form, proportion, and the artistry of type and design. Quite a composite man or quite a composite department of service, you may say. True indeed, but if you fail to have these basic qualifications the so-called "Service" which you may advertise to render will fall short of performance.

When employing printers come to the realization that their salesmen must be educated men, that salesmen must be trained to understand the meaning of real service—and taught painstakingly to sell real service—then will the cost of selling be diminished. One man of that kind will produce more business than a group of solicitors, because he will create business—rather than to follow the time-honored custom of simply bidding with a horde of others, upon existing business.

SHOULD BE NO DIVISION IN COST OF DUMMIES.

Frankly, I do not believe in a division of the cost of dummies between customer and printer. I believe the dummy can and should serve a useful purpose. I do not believe that it should serve as a competitive business getter which, unfortunately, is the chief excuse for the creation of most dummies to-day. Are we not enslaved sufficiently to an abominable price competition, which we have brought upon ourselves through years of trade indiscretions, without taking voluntarily to ourselves another and even harder taskmaster for business-getting in the indiscriminate making of dummies?

Unless we printers come to some logical, fair and just agreement upon this fast growing evil, the time will quickly arrive when every buyer will be educated up to the point of insisting upon competitive dummies being submitted with competitive prices, as indeed many buyers are to-day insisting upon.

And if there is any reasonableness in the complaint frequently made that it is ethically and commercially wrong to consume the time of from six to twenty printers in compiling competitive estimates upon a piece of work which only one can get, (and that one often the lowest or the one who makes the biggest mistake,) in addition to wasting the time and expense money of salesmen, each of whom hopefully follows up the prospective order, which waste of time and money adds a large burden to the cost of selling,—how much more unreasonable is it to increase this cost of selling by the making of competitive dummies?

To my way of thinking there should be no division of the cost of dummies between customer and printer; either the prospective customer should pay the cost of dummy preparation, or the printer should, as it is clearly a case of fixed responsibility, one way or the other.

Definite orders to make dummies upon a charge basis are not frequent, but the invitation to make dummies, or the temptation to do so, is an everyday occurrence. The question is what to do with the invitations and the temptation.

I can best answer by telling you the practice of the concern I represent, which is a tangible illustration of what I believe and would preach.

First, we rarely make a competitive dummy for a competitive bid, aside from the showing of blank paper folded or pamphlet bound.

Second, to re-inforce this policy we have printed for years upon all quotation sheets, a clause reading as follows:—"We make a cost charge for all experimental work, preliminary sketches, dummies and materials therefor." This serves to restrain the get-something-for-nothing buyer from asking us to needlessly waste our money, and gives us a freer hand in deciding upon each individual case.

Third, if after we have submitted our price we are advised that same is acceptable, (and which always includes the estimated cost of dummy preparation whenever we think a dummy will be asked for) and request is then made for a dummy, we will do so in one of two ways:—either respond to the request and make the dummy within the estimated amount (after reasonable assurance that otherwise the order is ours) or frankly decline to do so except upon an agreement to pay the net cost of preparation.

Fourth, the foregoing is subject to only occasional exceptions for some regular customer or for some special individual case.

By following this rule we keep our artists busy upon productive work, rather than making them order-takers' salesmen, because if a so-called salesman is given the low price with a good dummy he cannot very well avoid getting the order—he ceases to be a salesman—he trades on other peoples' ideas—and is nothing more nor less than an errand-boy or order-taker."

ARE BRIGHT BOYS GIVEN A CHANCE?

Barnard J. Lewis of the Stetson Press, Boston, thought an injustice had been done apprentices in the past in that it was practically impossible for boys employed in the mechanical departments to secure training and become efficient members of the administrative staff. This resulted, he said, in the springing up of bad competitors who did not know the business end of the printing game and in the making of "rubber stamp salesmen." Mr. Lewis thought that if bright boys were given a chance in the office that a large part of the selling problem would be solved.

In reply Mr. Porter said that the U. T. A. recognized the need to which Mr. Lewis referred and the organization was endeavoring to cope with it. He pointed out that the cause of the present conditions were twofold; first, that printers were not getting the right kind of boys in their mechanical departments, and second, that there were not always the right men in the administration department. However, the printers were at present doing more along this line than any other trade body and Mr. Porter referred to the efficient school conducted by the Lakeside Press of Chicago.

DAY OF "ALL-ROUND" PRINTERS PAST.

Mr. Francis of New York, contended that the day was over when it is possible to make printers. He thought we might hope to make specialists in one branch or another of the trade, but that there was so much detail now in each department he doubted very much whether it would be possible for any boy to get the technical education necessary to make him a full-fledged printer. He thought the employers could do much toward remedying the situation as regards the springing up of ignorant and unfair competitors. He contended that it was much better for all concerned to help young men who had decided to go into business for themselves than to endeavor to freeze them out.

Mr. Donnelley of Chicago, said his experience had been that it was impossible to hire a printing salesman. At any rate in his business every man on the sales force had come up through the business. He believed that it was possible for printers to educate artisans and also possible for them to educate men for positions on the sales force. His firm had followed the practice of making an agreement with boys who desired to work into this end of the

business for three years. The intention was not that they should learn the trade, but nevertheless they were put through the different departments so as to obtain a first-hand knowledge of the manner in which the printing is produced. They were then given the training they needed in the different departments of office work so that after they had been with the firm three years they were generally well on the road to making efficient salesmen.

The Study of Type Design

A very interesting and highly instructive paper on "The Importance to Advertisers of the Studying of Type Design" was read by Henry Lewis Bullen, manager of the Efficiency Department of the American Type Founders Company. Mr. Bullen succeeded in establishing the truth of the following propositions:—

1. That the designs of printing types materially increase or decrease the effectiveness of advertisements.

2. That the designs of printing types are more important to advertisers than to any other body of men.

3. That the planner of advertisements cannot get maximum efficiency in his advertisements unless he has a knowledge of the principles underlying all meritorious type designs.

Mr. Bullen dealt extensively with the origin and history of display faces, going back to 1820 and contended that all men interested in advertising should have a thorough knowledge of the underlying principles of correct type designing. He recommended the study of DeVinne's book, "Plain Printing Types" and the careful perusal of the trade journals.

THE PERSONALITY OF TYPES.

"When really understood," said Mr. Bullen, "printing types become wonderfully interesting. These who limit their studies to the physical properties of printing types do not begin to understand them, they merely understand something about a manufacture of metal. They must be understood as the chief conveyers of ideas, of knowledge and of appeal—the chief connecting link between the thinker and the untaught, between the seller and the buyer. To adepts, printing types have as much range of expression and as much individuality as we find in human eyes. From the beginning of printing, types as have been invested with a personality not conceded to any other things made by men. This is shown by the terms used from the beginning to describe the parts of types, body, face, shoulder, beard and feet. To-morrow in this hall Mr. Lewis is announced to tell us "How Type Can Be Made To Talk." That implies a great personality in types. Now whether the personality and influence of printing types is good or bad depends upon their design. Their value in advertising is to be estimated first by the merits of the design and secondly by the skill with which they are displayed. They are your proxies, your representatives, your salesmen. They create favorable or unfavorable impressions just as human salesmen do. They are welcomed or rebuffed before your advertisements are read, just as human salesmen are before they can get a hearing. It is just as important to dress your advertisements well as it is to dress human salesmen well. "The apparel oft proclaims the man" and the display oft condemns the advertisement, and deprives it of a welcome. This personality in printing types

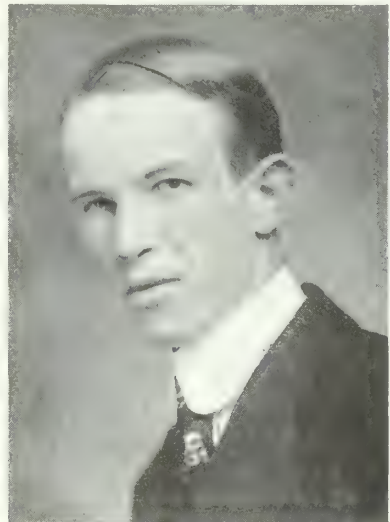
Prominent Men at Sessions of the Department of Graphic Arts



H. H. COOKE,
New York.



H. P. PORTER,
Boston.



MANSFIELD F. HOUSE,
Montreal.

asserts itself in every relation of advertising. They speak warningly or seductively. They are your orators, multipliers of your voice."

The Printer's Moral Responsibility

Considerable interest was aroused by the last item on Tuesday afternoon's program. No doubt most printers have heretofore thought their responsibility in connection with vigilance work was not nearly so great as that of the publisher and because of this some of those present were curious to know just what would be proposed under the heading, "The Vigilance Yard-stick Applied to Printing." If any were sceptical at first they certainly had their doubts removed after hearing the stirring address by L. A. Hornstein, publicity manager of the Mergenthaler Linotype Company of New York, and representative of the National Vigilance Committee. As evidence of this, at the close of his address, the consensus of opinion was summed up in the following resolution. "That it is the consensus of opinion of this meeting that the printer should himself assume responsibility for the printing of any matter that is illegal, immoral or wrong in any way."

Mr. Hornstein said in part:

"Not so very long ago in a Chicago printing office a mining prospectus was running on one of the presses. I picked up a sheet and read a paragraph or two. Having lived in the mining regions in my younger days and having done a little prospecting myself, I knew something of the subject matter, and it didn't take me very long to discover that the prospectus was full of glaring misrepresentations and specious arguments designed to divorce the small and unwary investor from some of his hard-earned savings. It was exceedingly well written, and very creditably printed. The names of the promoters, however, were unknown to me.

"I inquired of the proprietor of the print shop who they were, and he replied that he did not know. I then asked him if he felt quite safe in printing so large a job for parties who were evidently conducting a shady business to say the least, and who had no financial standing.

"Well," he said, 'I don't think I am taking any very great chances. I am charging them three prices for the work, and have made them pay half in advance.' (Laughter.)

"Now, this particular job may have been fairly profitable for the printer, but do you think it was just exactly honest for him to do this printing, strongly suspecting, even if he did not know absolutely, that the whole scheme was a fake? Was he not, in fact, a party to the fraud, even though in no way connected with the actual selling of the fake mining stock? Would he not have been justified in reporting the matter to the proper authorities, rather than sharing in the illegitimate gains to the extent of his profit on this particular piece of work?

"We all realize, of course, that it is hard for anyone to refuse a good contract knowing that there are plenty of others who will gladly do the work that he turns away. Yet our creed demands TRUTH, and to aid and abet others in circulating falsehood is in effect to lie. Why should not the same code of ethics that prohibits the publisher from accepting fraudulent advertising be applied to the printer? The cases are analogous.

"The assumption is, of course, that all printers are honest, or at least that they want to be. That's the reason so many of them are poor—poor men, I mean; not poor printers. No printer nowadays even attempts to deliver short count, or substitute inferior or lighter weight stock, or use cheaper ink than the specifications call for, for the reason that the advertising man, the principal buyer of printing, is too keen to permit it. So we must apply the yard-stick to printing from the ethical rather than the material viewpoint. I put it up to you. How far will you be justified in continuing to patronize a printer who knowingly violates our standards by printing for any irresponsible faker or promoter who happens to have the ready cash to pay for what work he requires?

THE LOWEST BIDDER.

"Then again, how far are you justified in awarding your contracts for printing to the lowest bidder? In these days of printers' organizations and cost systems there is really no excuse for a printer not knowing the cost of production, yet the fact remains that many of them still do their estimating by guess, and all of them are prone to make mistakes. Is it quite fair on your part to take advantage of a palpable error made in submitting a price? Or is it strictly ethical to give your work to a printer who is known to be a notorious price-cutter?

"It is all very well to say that the printer is supposed to know his own business, but when he fails to meet his obligations, as he surely must if he continues in his benighted way, are you quite sure that you are free from responsibility for his failure? Think it over. Since all business is based on confidence, do you not consider it part of the duty that you owe to yourselves as well as to the public to give your patronage to the printer who knows his costs and asks only a fair margin of profit, rather than to one, who, knowingly or unknowingly, undervalues his services and sells his product at a loss?"

Booklet and Catalogue Building

For all printers interested in the problem of obtaining maximum results in the use of "direct advertising" and desirous of following along scientific lines the address of Ben T. Corday, of Corday & Gross, Cleveland, on "Booklet and Catalogue Building" was of immense interest and value.

Mr. Corday dealt first with the necessity of getting attention and holding it and in this connection said: "Back of every effective booklet or catalogue there should be a definite plan. You should have something to say and that something must be worth while. Too many catalogues show that they have not been given exhaustive thought. They impress you as being shallow and unconvincing. Your catalogue should have all the qualities of common sense, frankness, steadiness of thought, and above all, self-confidence. It is like a shoemaker putting nails into the sole of a boot. The point of the nail is put into the leather so slightly that the least shake will cause it to fall to the floor. But down comes the hammer and drives it up to the head. So, likewise, ideas, come at first vaguely and feebly, but *attention*, like the shoemaker's hammer, drives them deeply and indelibly into the mind.

GO STRAIGHT TO THE POINT.

"Booklets and catalogue advertising requires the greatest skill, because next to a personal letter the booklet is the most intimate form of advertising. In fact, it has been said that the modern advertising booklet combines all other forms of advertising and, while it was the first to appear, has gradually grown into what is considered by many the highest development of advertising.

"To bear out this statement, look at the bottom of nearly every magazine or newspaper advertisement, and you will see that the reader is requested to send for a booklet or catalogue, for further particulars. This is evidence that you don't intend to sell entirely through space advertising, but rely on your booklet or catalogue to do the burden of the work, so our representation through this method should be of the very best.

"Brevity in copy depends for its success upon its clearness, as the needle for its results depends upon the point. Acid concentrated accomplishes what acid diluted cannot do. A piece of ice hurled from a cannon penetrates a stone wall. The same diffused as vapor is lost. A nut is edible only after removing the shell. The concise writer tears away the husk and presents only the kernel.

"Printed matter to be successful must do three things. First, attract attention; second, adequately represent the article it advertises; third, bring results.

TO-DAY'S STYLES.

"In printing booklets and catalogues there are fashions just as there are fashions in dress. Styles come and styles go and each little fad has its day. It is even possible that fashions in dress and fashions in printing go hand in hand, a fundamental public taste governing them. Just now, in both, the best that the moment has to offer is a certain elegant simplicity, relieved by ornamental details as rich as the individual can afford. However, in the most beautiful costumes as in the most beautiful printing, the decorations, no matter how much they may have cost, remain detail; the real effect depends upon the fundamental idea, upon the simple, graceful and harmonious lines and color of the job as a whole.

"Paper may be worth eight cents per pound, more or less, before it is cut up; but after it is manufactured into a catalogue, booklet or other selling literature, the value may be increased to one hundred or even five hundred dollars per pound—and sometimes more—because the paper has become the medium of expression of a powerful selling plan or idea.

"It is equally true that the original market value of paper may be destroyed entirely, and in place of proving an effective means of selling the product it is intended to represent, may, by misrepresentation due to poor salesmanship copy prove a source of loss instead of gain.

THE EXPRESSIVENESS OF TYPE.

"Type, by its size, shape and general character alone, is expressive. To illustrate: If I was advertising face powder, and the character of the letter in size and shape does not in any way represent the language of the advertisement, but is a letter that ought to represent lumber or pig-iron, the type is misleading and inappropriate. The character of the letter which says "wading birds," meaning storks and other long-legged birds with slim heads and very long necks, should never be used on a book cover that talks of printing presses or freight cars. The character of a letter that can say French chiffon can't say wrought iron.

"A test was recently made with forty persons, by asking each one to read a piece of text at the rate at which he would naturally read—for example, there was a comparison between italics and Roman type. The test shows that the italics were not read as rapidly. Capitals are more difficult to read than lower case letters—they are stiff, and have more angles and fewer curves. They are also less common, so that the eye is not as well accustomed to them.

"The four main factors in type display are: 1. The type. 2. The length of lines of print. 3. The distribution of the lines. 4. The background upon which the text is printed.

"The length of line most easily read is two and three-fourths inches, which is read at the rate of six and one-sixth words per second. A line five inches in length is read at the rate of five and six-ninths words per second and a line one and one-half inches in length is read at the rate of five and one-fourth words per second. There is very little difference between lines of two and one-half to three and one-half inches in length; the two and three-fourths inch line reads sixteen per cent. more rapidly than the five-inch lines. A very short line is hard to read, just as a very long line is hard to read.

BLACK TYPE ON WHITE GROUND BEST.

"A white background with black type is, as a rule, the most legible combination. A different kind of background, as for example, black, gray or colored—has the advantage of being conspicuous by contrast, but it has the disadvantages of reducing the facility of reading. No doubt in many instances the added uniqueness and contrast of unusual backgrounds outweigh the reduced legibility. In such cases where advantages and disadvantages are balanced against each other, good judgment must decide which is to be used, but it is a very important and particular matter to know what the advantages and disadvantages are.

"In a similar experiment to the one just mentioned, forty persons were tested for the purpose of determining their natural rate of reading, white type on a dark ground, and dark type on a white background. The difference was enormous. The average number of words read per second on a dark background with white type was four and two-sixths words and the average number of words read per second on a white background with black type was six and one-sixth words. This is a difference of forty-two per cent. in favor of the black type on white foregrounds."

An Ideal Type Equipment

"Type is tools," said A. F. MacKay, typographic and advertising manager of the Lanston Monotype Machine Co., Philadelphia, in introducing his subject, "An Ideal Type Equipment for the Printer and Advertiser."

"But type is something besides tools," continued Mr. MacKay; "it is uncrystallized thought, and it expresses thought more clearly and convincingly when it is chosen with some regard to the quality or the variety of the thought to be expressed. Just as the gesture puts meaning into the words of the speaker, so type more clearly conveys the desired meaning if it is well chosen."

Mr. MacKay then referred to the large variety of type and border designs available to-day, and said "there would appear to be a face for every known variety of copy." The printers of 75 years ago "were not so gifted in the use of the material at their disposal as the typographer of to-day," but although their type was limited, they had a variety and an artistic quality that would do astonishingly good work in any modern office under modern conditions."

OLD FACES BACK IN STYLE.

The speaker referred to the Caslon Old Style, so popular to-day, and said it was first cut in 1720, while its forerunner was imported from Holland into England and was printed in an Oxford University Specimen Book dated 1693. Other faces were mentioned that are finding popular favor now that were first introduced many years ago.

ADAPTING THE OLD ROMAN DESIGNS.

In lettering or type cutting there is scarcely anything new under the sun. Our present form of Roman letter is centuries old, and every Roman letter produced since is similar to the original or a modification of it, so that it taxes even the ingenuity of the modern designer to create anything distinctly new. (Some months ago I asked a well-known type designer to make me a sketch of a letter suitable for a magazine head. The drawings were exquisite, and yet I was not much surprised when I found an identically similar face in a specimen book printed in 1794.) But a successful adaptation of an original and beautiful old Roman to meet our present requirements can be a work of art within itself, and of the greatest commercial value to the printers and advertisers who use it.

GREATER QUALITY—LESS VARIETY.

"I am strong for the idea which is indorsed by the doctors of scientific management and 100 per cent. efficiency, that what the printer needs is "more type of fewer varieties" and not "a little of everything the type founder has to offer." Common-sense and good management require that every workman in the composing room be supplied with sufficient tools to produce as nearly as possible a full day's work, and, as the tools of the composing room is mostly type, I aver that there is a greater

possibility of inefficiency or bad work in furnishing a compositor with too many varieties of type, than under a system of plenty of type of the fewest and best faces which are standard for the particular work of any shop; a system which is raising the percentage of productive time and improving the quality of work in the best printing offices of the country.

AN IDEAL TYPE EQUIPMENT.

The following are the faces for my ideal composing room that has for its motto "not only good printing but good advertising."

The Caslon Old Style Roman with its italic, the most substantial Roman of them all.

The Binney Old Style Roman, with its italic, lighter in weight than the Caslon, and standardized by the Curtis Publishing Co. of Philadelphia through its long and continued use as a text letter in the *Ladies Home Journal*.

French Old Style Roman with its italic, in design a letter modeled after that cut by the Turlot Foundry in Paris.

Scotch Roman with its italic, the best of possibly three modern faces that do not offend the eye, and the mind's eye, by a glaring accentuation of hair line.

A. D. Farmer's No. 20 Modern with its italic, a light face modern that is easily the best of those we inherited from the less fertile days of American letter designing.

Century Expanded Roman with its italic, the modern face used on the *Saturday Evening Post*. This is the modern without a hair-line, good and clean in design and everlasting in wear, printing from types or plates.

BLACK LETTERS.

Until fifteen or sixteen years ago the available black letter were atrocious. Even the DeVinne in its palmy days did not glorify our printing or improve our typographic style, but just at about this time a young architect and a printer-advertising man got their heads together and the result was the Cheltenham Old Style face. I, therefore, head the list of bold faces for my ideal equipment of type faces with the Cheltenham, and most of the offspring of this prolific family, the bold with its italic, the bold condensed and its italic, the wide, extra condensed, etc.

The claim of the designer of the original Cheltenham Old Style (modeled on an Elzevir cut in the fifteenth century) was that you could crowd more legible words in the square inch with this face than with any face produced up to that time. I would not presume to dispute this claim, for the Cheltenham, more than any other bold-face series that has ever been cut, follows clearly and distinctly the lines of a pure Roman, and it is small wonder that the highest-priced advertising medium in the world restricts its advertising columns to the use of the Cheltenham family as a bold-face letter in its advertising pages. The Cheltenham and its related bold-faces is art in letter designing. It is quality in printing, and it is pulling and selling power in advertising.

The only other bold-face that seems necessary in the ideal equipment is a letter approximating in appearance and color-value what was once known as a title, and for this I would select the Century Bold with its italic. This is a dignified and useful letter for ordinary grades of work and for booklet and catalogue making.

COULD DO BEST WORK WITH NINE SERIES.

You ask me what I would do with these faces, nine series of type, and I tell you that I would print the best newspaper (faces for news work and headings, excepted), print the best magazine, and make the finest booklets and catalogues that have ever been made, besides turn out the hundreds of varieties of other kinds of printing necessary for purposes of information or education, or in any way for the promotion of sales through advertising.

SHOULD PLAN ALL WORK.

In every great business involving detail in manufacture (certainly no greater in detail than printing) there is a department to plan the work before it goes into the shop and with the employment in many printing offices, advertising agencies, magazine and newspaper offices of the professional layout man or typographer it is not too much to hope, since the results so far have been satisfactory, that the planning department of the printing and advertising offices will ultimately develop so that all work will be planned according to predetermined standards adopted and approved by the men who know.

THE NEED FOR GREATER SIMPLICITY.

The Century Dictionary defines simplicity as "Freedom from complexity or intricacy." This definition might have been written as a warning to many advertisers and printers who are floundering in the sea of too much type, too much art, and sometimes too much knowledge of things that ain't so. The degree of success that you may expect from a complex or intricate presentation of your arguments in print will be mighty small and my advice is to break away from your present notions of style in type or typography unless you know they are right, and get in line with the leaders of advertising

thought who have put simplicity to the test and found it to be the most serviceable and profitable standard to follow.

Simplicity insures service. The message to Garcia was successful because the request for its delivery was expressed in simple language. Express your ideas and tell about the goods you have to sell in simple type, simply arranged, and you will be successful."

How to Make Type Talk

Bernard J. Lewis, treasurer and manager of the Stetson Press, Boston, read an inspiring paper on the subject, "How to Make Types Talk."

Mr. Lewis said in part:

"Types do talk; although voiceless—through the medium of expression, both facial and physical. Facial because of the many styles. Physical because of the many sizes of each style.

Language is language—and is equally recognized as such by the sense of sight as well as by the sense of sound. So that when types are put into words, these words mean just as much to the mind as though they were actually spoken—provided that the voice was properly interpreted.

DIFFERENT TYPES TALK DIFFERENTLY.

We all recognize the difference between light and heavy types. Between sloping and upright types. Between slender and round and fat types. And so on down through innumerable comparisons. And that all these differences affect our feelings to a greater or lesser degree. While the layman simply knows that it either pleases or displeases him, the trained mind knows why and can explain it. And because the layman is in the vast majority and it is the majority who are the buyers of merchandise, we must know how to please him, without his realizing how hard we play for his attention. In other words—our words on paper must look as natural and as sincere as these same words sound when spoken with all warmth and expression of the voice."

Mr. Lewis then went on to explain in a technical but easily understood manner the underlying principles of good typographical design, taking up each point in detail in an unusually interesting manner.

TYPOGRAPHICAL DESIGN A COMING ART.

It was significant that both Mr. MacKay and Mr. Lewis expressed similar views regarding the admirable plan of making layouts for all jobs before putting them in the hands of the compositor. Mr. Lewis said: "The day of typographical designers—who at the same time have keen merchandising instincts—is rapidly approaching and in some cases has arrived."

Although the papers delivered at this closing session of the Department of Graphic Arts furnished excellent material for discussion, very little time could be given to it, the object being to adhere as closely as possible to the printed schedule.

INDIVIDUALS MAY BECOME MEMBERS.

Before the session was brought to a close, the matter of adopting a constitution and by-laws was again introduced. It was of this, as pointed out by J. Clyde Oswald, editor of the *American Printer*, and indorsed by others present was that there are at present a large number of printers' and other organizations, and it was certain that a large proportion of their memberships would unanimously agreed that the suggestion of the National Commission that membership in the department be by organization, instead of by individuals, was not a practicable one. The reason not be interested in joining the Department of Graphic Arts of the Advertising Clubs. In addition, the plan to take in organizations only would exclude many individuals who might desire to join, but who are not members of any other organization. It was agreed, therefore, that the most feasible plan would be to make the membership in the Department of Graphic Arts and individual proposition and in order to conform to this plan the following constitution was unanimously adopted:

CONSTITUTION.

Article 1.—Name.

Sec. 1.—The name of this organization shall be the Department of the Graphic Arts of the Associated Advertising Clubs of the World.

Article 2.—Object.

Sec. 1.—The object of the Department is to furnish means whereby the interests of the Graphic Arts may find expression and be conveyed to our associates in the National Commission of the Associated Advertising Clubs of the World.

Article 3.—Membership.

Sec. 1.—Membership in this Department is open to individuals and firms engaged in designing, engraving, printing and lithographing in connection with advertising.

Sec. 2.—Application for membership shall be in writing and must be accompanied by the first year's dues, as specified in Sec. 1 of Article 4

Article 4.—Finances.

Sec. 1.—The dues of members shall be \$5.00 per year, payable on application and annually thereafter on January 1st.

Sec. 2.—Expenditures by the officers may be made at their discretion, subject to the approval of the Executive Committee.

Article 5.—Administration.

Sec. 1.—The officers of the Department shall be a chairman, a vice-chairman, and a secretary-treasurer, who shall be elected by the department at each annual convention to serve until their successors are elected. The duties of the officers shall begin at the close of the convention at which they are elected.

Sec. 2.—The Executive Committee shall consist of the officers and three addition members to be elected at the annual meetings, to serve until their successors are elected.

Sec. 3.—Special Committees may be elected at the annual convention and appointed by the chairman, with the approval of the Executive Committee, in the interim between conventions, to serve until the succeeding conventions.



Newspapermen Will Gather at Vernon, B.C.

THE FIRST week in September will, it is believed, see the largest gathering of newspapermen ever held by the publishers of Alberta and Eastern British Columbia. September 2 and 3 are the days set aside for the business sessions of the Territorial Division of Canadian Press Association covering the district mentioned. The program is not yet announced but it is hoped to publish this in full in the next issue.

As for entertainment, the B.C. publishers whose guests the members and ladies will be, promise that this part of the arrangements will not be neglected. Already arrangements have been made with the railroads for the extension of courtesies to members and their wives wishing to attend the Convention. The tentative plans are that everyone should arrive at Vernon by noon on Tuesday, September 1. That afternoon will be given over to reception, registration and general get-together socially. A formal public reception or banquet on a scale befitting the occasion will take place the same evening. The following day will be entirely devoted to business and during this time the ladies will be suitably entertained. The next morning (Thursday) there will probably be another business session. In the afternoon there will be an auto drive through the rich agricultural country surrounding Vernon, giving the visitors a good opportunity of seeing the orchards and splendid farm lands. The same evening the party will go by train to Okanagan Landing, a distance of four miles, and there board a specially chartered steamer, proceeding early the next morning down the lake to Penticton at the south end. Here a picnic luncheon will be served and an auto ride given the guests. Coming back up the lake, stops will be made at Summerland and Kelowna, and then the party will again embark for Vernon, arriving there about midnight. The beautiful September moonlight, aided by a competent orchestra should furnish abundant inspiration to insure the evening proving a highly enjoyable one.

Newspapermen of Alberta and Eastern B.C.—Plan now to take your vacation the first week in September and join in the pilgrimage to Vernon. Your attendance will help the success of the Convention and you will come away fully satisfied that the time has been profitably and enjoyably spent.



Ad Clubs Movement Now World Wide

(Continued from Page 38.)

8. We commit ourselves to consider all matter for the publication of which we accept payment as advertising matter, and to so mark it that it will be known as such.

9. We commit ourselves to continue to give our constant attention to the physical presentation of advertising, in the way of paper, press work and general typographical excellence to the end that advertising may secure its highest possible efficiency.

10. We commit ourselves to fair and friendly competition both toward our fellow periodical publishers and toward all other competitors selling legitimate advertising of whatever form.

11. We commit ourselves to work always with increasing zeal to do everything in our power to advance the cause of advertising as the great modern servant of the business world and of the general public.

Splendid Meetings of Newspaper Department

Program of Very Helpful Nature Feature of Big Meeting in Connection with A. A. C. of W. Convention—"Clean Pages" Slogan of Gathering.

SURELY NO other department represented at the great convention of advertising men at Toronto, no matter in what branch of business publicity it was interested, could claim to have had more successful sessions than did the Department of Newspapers. The full number of Department Sessions was held and each one was crammed full of addresses and discussions on subjects vital to the interests of the maker and purveyor of newspaper advertising. Never before has such a programme been provided for newspaper publishers, for the subjects discussed were almost without exception typical of the forward movement of honest business dealing to which the Associated Advertising Clubs of the World have given their unqualified allegiance.

William C. Freeman, or "Pop," as he is familiarly and affectionately known to the elect, performed the duties of chairman in an admirable fashion, while "Senator" Lafayette Young, of Des Moines, made an equal bid for popularity. The ready wit and shrewd commonsense of the latter did much to make the sessions of the Newspaper Department and, in fact, the entire convention, the unqualified success they were.

Of the speakers, one can only refer to them in the highest terms. The summaries of their respective addresses which follow speak for themselves. The men who delivered them are in every sense typical of the highest development in keen, far-seeing advertising men in the United States, England and Canada.

At the first session given over to the newspaper section on Tuesday morning, the question of uniting to work for the elimination of objectionable and fraudulent advertising was discussed. Wm. C. Freeman, advertising counsellor of the New York *Globe*, occupied the chair in the absence of the chairman of the section, Jason Rogers, publisher of the same paper. The ultimate result was a decision to prepare a Standard of Practice for all newspapers in countries connected with the Associated Advertising Clubs, and the adoption of these standards.

In opening the section, Mr. Freeman read a letter from Mr. Rogers regretting his inability to be present, and giving his ideas on the question under discussion. "The newspaper," he wrote, "best serves its constituency when it exercises the same care in printing the advertisements as it does in printing the news."

The chairman pointed out that as a result of the adoption of the new constitution and by-laws empowering newspapers to become part of the Associated Advertising Clubs of the World, the present National Commission was merely a holdover until permanent organization could be adjusted, when the section would become a big factor in the organization. "We must," added Mr. Freeman, "get together and fight it out, and let us go before the world for decent organization and more advertising." He then called for expressions of opinion from the various newspapermen present.

DECISION OF NEWSPAPERS IMPORTANT.

Allan C. Albert, associate editor *Minneapolis Tribune*, spoke as follows: "The Standard of Practice" idea appeals very much to me, and our course depends mainly on the attitude of the various newspapers. What we do will have more effect than any other section. My judgment is that when newspapers have shaped their course and know exactly the cause, the attendance at the next convention will be very much greater. My own newspaper is doing all it can to place the business on a higher plane and is establishing with one of our keenest competitors, new ethics in the realm of advertising; but no one or two newspapers can carry through the policy of honest advertising alone. This places too large a favor on the opposition. To obtain our ends we must make intelligent, business-like efforts to secure the interest of the greatest possible number of newspapers. A circular letter might be sent to all on the continent. Many will reply and many again will ignore it, but we would get a basis for our standard, as the replies would give us suggestions as to a permanent organization. An Executive Committee of 3, 5 or 9 men could then take steps to put into effect the "Standards of Practice" which would be the policy of every paper. A "Standard of Practice" that would eliminate objectionable advertising would help the weak newspapers as well as the strong, and particularly if the strong papers took a firm stand against it. Honest quantity circulation or quality circulation should be the basis of solicitation. "Most of the newspapers that accept objectionable advertising do so because the disadvantage of the totals at the end of the year would be too great."

PRINTS CIRCULATION ON EDITORIAL PAGE.

Elbert H. Baker, of the *Cleveland Plaindealer*, ex-president of the American Publishers' Assn., said that the question of perma-

nent organization had his entire sympathy. Any organization, he declared would have his sympathy if its purpose were to effect a "clean-up" of newspapers in so far as objectionable advertising was concerned. "Many of us," he added, "have been stating our circulation fair and upright for the last fifteen years. We have been placing our circulation statements at the head of the editorial page, and now I think it would be worth while to get down to specific cases as to what others were doing in regard to the movement, and as to whether the great majority would join in it."

The chairman urged the appointment of a committee to draft a letter to be sent to every newspaper publisher throughout the country, and expressed the hope that the powerful newspapers would see their way to help along the movement. The letter should be drafted this morning, approved by this meeting, and placed in the proper hands to be circulated. "Let us adopt a 'Standard of Prac-

Standards of Practice

Adopted by the
Department of Newspapers
of the A.A.C. of W.

It is the duty of the newspaper:—

1. To protect the honest advertiser and the general newspaper reader as far as possible from deceptive or offensive advertising.
2. To sell advertising as a commodity on the basis of proven circulation and the service the paper will render the manufacturer or the merchant; and to provide the fullest information as to the character of such circulation and how procured.
3. To maintain uniform rates, according to classifications, and to present those rates as far as possible in a uniform card.
4. To accept no advertising which is antagonistic to the public welfare.
5. To effect the largest possible co-operation with other newspapers in the same field for the establishment and maintenance of these standards.

Allen D. Albert, Minneapolis, Minn.

Lafayette Young, Des Moines, Iowa.

Robt. J. Virtue, Chicago, Ill.

Edward Bode, Chicago, Ill.

Louis Wiley, New York, N.Y.

P. M. Walker, Fort Smith, Ark.

John M. Imrie, Toronto, Ontario.

tics," he concluded, "to which we can all subscribe as men and live up to it."

EXCLUDES OBJECTIONABLE ADVERTISING.

Rowe Stewart, advertising director, *Philadelphia Record*, said: "We have tried to keep for some time all objectionable advertising from our columns and we decide in our own office as to what is objectionable. We accept no 'wild-cat' mining scheme advertising, no financial advertising outside of the stock exchange, unless it is recommended by some authority whom we know. We accept no advertising that will offend any readers and we allow no headings or reading matter to be used that would offend any member of a family. If all gradually do that newspapers would be soon purged of objectionable advertising."

VIEWS OF A BRITISH NEWSPAPERMAN.

At this juncture, H. Halford-Bottomley, controller of city publicity office of the *Daily Mail*, London, Eng., one of Lord Northway's papers, asked some questions, and added his experience to the discussion. "So far," he said, "the section has been confined to Ameri-

our papers, and we are left out. But, however, we want to come in, and adopt the same 'standard of practice' as you will adopt. So far as our paper is concerned we have excluded objectionable advertising including objectionable pictures of every kind—that is so far as possible—but there is one great difficulty we find upon which we would like some suggestions. It is the question of dealing with financial advertising. The trouble is this. A company is formed and after it gets out its prospectus asking for the public's money, it will, we will say, bring this into the office at six o'clock on Tuesday night to go in Wednesday's paper. It cannot go in Thursday and so it is almost impossible in the short space of time to determine whether it is correct and that we should accept it.

"Now as to the question of uniting. Suppose we do unite and others do not. All objectionable advertising will necessarily therefore go to the other papers if we decline it. The natural conclusion is that when subscribers reply to the advertisements and get bitten once or twice, the advertising in those papers, so far as they are concerned will henceforth be useless. It seems to me that newspapers that accept such advertising will eventually kill themselves sooner or later. The great reason why many newspapers do not produce bigger results is that the reader has lost faith in them."

Harry T. Watts, advertising manager of Des Moines *Register and Leader*, next took up the discussion. "I feel the need," he said, "of some general standard by which we can judge whether a certain newspaper is living up to their claim of clean advertising or not. There are many newspapers and periodicals which sometimes make such claims and yet have advertising in them which the ordinary publisher would be ashamed to print. We want a definite list of objectionable advertising."

WHAT IT IS PROPOSED TO DO IN CANADA.

The work along this line that the Canadian Press Association is doing was explained here by John M. Inrie, the secretary. "In view of this discussion," he said, "it may be of interest to those from the United States to know that the Advertising Committee of the Canadian Press Association have been giving this matter their attention for some time. Some weeks ago this committee approved of a set of standards including some eighteen articles and these will be submitted at the annual meeting on July 9th and 10th. These standards go further than some newspapers, but the committee believes they will be adopted. The Canadian Press Association have 75 per cent. of all the newspapers in its organization, so that when these standards are adopted they will go a long way to the exclusion of the objectionable and fraudulent advertising."

RESOLUTION CARRIED.

A resolution was read, moved by Allan C. Albert and seconded by Elbert H. Baker:

"That the representatives of the newspapers upon the National Commission shall send a general letter of inquiry to the publishers and general officers of daily newspapers in countries represented at this convention.

"That this meeting shall elect a temporary chairman and a temporary secretary.

"That these temporary officers and representatives upon the commission shall draft and submit to such newspaper representatives as are interested a form of permanent organization including nominations of officers for the approval of members."

This resolution was carried without a dissenting voice, Mr. Albert being named temporary chairman and Frank D. Webb, of the *Baltimore News*, temporary secretary.

Following the close of this definite step further expression of opinion on the question of the adoption of the "standard of practice" was called for by the chairman.

"I am in hearty sympathy with the propaganda that is making for a cleaner newspaper," said Wm. Thompson, "and I hope this organization will pledge itself in this direction. The utter localness of the average newspaper is its strongest ground and at the same time its greatest handicap. Our newspapers are too often bounded by the limits of our cities and are not prone to look to the national standpoint."

LIQUOR ADS O.K. IF TRUTHFUL.

One of the speakers had referred to the fact that his paper eliminated all liquor advertisements. Chairman Freeman stated he did not think that the question of the acceptance of liquor advertising should be brought up in any way. That was a question he maintained for the individual publisher. What the newspapers want to get after more than anything else was the question of lies. Some patent medicines were legitimate he claimed, and while a great deal of the furore about clean-up campaigns had been confined to little patent medicines, there were other things higher up that should be reached.

OBJECTIONABLE MEDICINE ADS THROWN OUT.

Geo. Katz, of New York, was also thoroughly in sympathy with the campaign. "Six of the papers I represent have during the last

year thrown out a lot of objectionable patent medicine advertising. Some newspapers, however, have been discarding this sort of advertising and retaining more objectionable local ads."

CLEANING UP PROFITABLE.

C. H. Eddy, of New York, claimed that the papers he represented had been ahead in this movement. They had long ago taken a stand against objectionable patent medicine and financial advertising. Mr. Dice, of the Pittsburgh *Gazette-Times*, said that in order to assist their representatives they have begun a clean-up campaign. No questionable quack or financial advertising was accepted. On April 1st last we cut off all liquor advertising, and during the past month, the two papers had increased in circulation 4,500 a day net. The combined total circulation of these papers was in the neighborhood of a hundred thousand per day.

TRAIN WRECK REDUCED PRICE OF SOCKS!

Mr. Bennett, advertising manager of the Cincinnati *Times*, gave an interesting experience illustrating the way his paper is eliminating questionable local advertising. "Not long ago," he said "a man came into our office with a half-page ad telling about a big train wreck which had reduced the price of socks he was selling from \$3 a pair to 5c. I questioned him as to when this wreck had occurred as I had not heard anything about it. He intimated that it was some time ago. I told him that it was perhaps too old a story



WILLIAM C. FREEMAN.

Advertising Counsellor, New York Globe.
Chairman of Newspaper Section.

to publish in our paper, and absolutely refused the ad. However, other papers ran it. We ought to adopt some standard of righteousness that would govern the acceptance or otherwise of every advertisement submitted," added Mr. Bennett.

ONE CRITICISM.

There was one newspaperman present opposed to the "purity in advertising" talk. That was Eddie Bodie, of the Chicago *Examiner*. His contention was that when a man was heard shouting purity from the housetops the chances were he was one of the worst offenders in the publishing of objectionable advertising. "When a man says he is pure," declared Mr. Bodie, "I always question. Many people talk of purity in display advertising and forget to consider the classified page. In more than 90 per cent. the Business Chances in some newspapers are fakes of the worst kind. I know of papers that have eliminated more than competitors were carrying, but you will often find that the advertising the competitor can get is the fake advertising which the other fellow carries. There are papers shouting fake advertising from a patent medicine standpoint which carry fake clothing and fur advertising. If this purity campaign, in my estimation, is carried to the fullest extent many of the department store advertisements would have to be discarded, as there is usually something said in each of them which is not strictly truth. There is a doubt being created in the minds of many consumers by too much talk on virtue. More or less people are beginning to think that everything printed in an advertisement is more or less a fake. Publishers know now that they must clean up and are now on the way towards the cleaning up process, and the less talk about it the better."

Chairman Freeman was inclined to view the matter from a different standpoint. "Mr. Bodie," he said, "admits that there is a clean-up in progress, and I maintain that this is a direct result of the discussion during recent years on the elimination of objectionable advertising. It is due to the inspired action on our part. There is no

desire to punish any publisher for not coming into our organization, but rather to enlist the service of those who are not now with us. We are not talking fake, but constructive advertising, and we hope the ultimate result will be that every reader believes every advertisement in the newspaper."

TUESDAY AFTERNOON SESSION.

The discussion on the "Standard of Practice" was continued at the afternoon session. Several strong addresses were given in favor of the higher ethics of advertising, a notable tribute to the cause being paid by Latayette Young, of the Des Moines *Capital*. He referred to the fact that at one time newspapers were prepared to accept anything in the way of business that came within the law; even accepting willingly the Louisiana State Lottery ads. Now that a day of cleaner precepts was dawning publishers were coming to recognize that the confidence of the public was the greatest asset they could have.

Prominent consumer advertisers added telling testimony to the increased value that would attach to newspaper advertising if the campaign for elimination of all doubtful advertising were vigorously carried out. "Many big advertisers who now use magazines only will come to you if convinced that you are gaining the full confidence of the public," said one.

The "Standard of Practice" was adopted with enthusiastic unanimity.

The True Function of the Daily Newspaper

The above was the subject of a paper by Elbert H. Baker, of the Cleveland *Plaindealer*. Mr. Baker said in part:

"Able men in the newspaper business have a growing conviction that very few newspapers will be started in any field already occupied and that many a field will witness from one to several consolidations within the next few years.

As we glance over the country, we find a number of highly successful newspapers and a still greater number of the moderately successful, while the number that merely continue publication is altogether alarming.

HOW WELL DOES IT FULFIL ITS MISSION?

Success, it must be borne in mind, must be measured not by the mere number of dollars per year *net*, but by the degree to which the particular newspaper has attained the measure of success that is within its range of possibility. Let me further emphasize the fact that there are many very successful newspapers in smaller cities and towns that render a service to their communities that is invaluable. Here is found the real gatherer of local news. The editor who is alive to his opportunity, gets into an intimate personal touch with his readers that is impossible in the larger cities and wisely uses every scrap of personal news that the utmost diligence can bring together. Everything goes to the hopper and the grist is quite worth while.

DIFFERENT YET SIMILAR.

As we analyze these highly successful newspapers to which reference has been made, we find them to be of widely diverging types in their mechanical appearance; in their methods of gathering and presenting the news; in their particular brand of politics and in the degree of vehemence with which they present their editorial expressions of opinions.

On the other hand, these highly successful newspapers are coming more and more to be strangely alike in their adherence to the few fundamental principles, which, in my judgment, must underlie every worth while effort to build a newspaper that shall be truly great and that may by any possibility meet with a large success.

MUST BE ABOVE SUSPICION.

The newspaper of which I speak must be edited and published from within its own four walls and must not be even under suspicion of ulterior motives in its news handling or its editorial expression. It must in wholly untrammelled fashion be a buyer and seller of legitimate news and at all times must its editor be free from entangling alliances of any sort and wholly unafraid.

This newspaper must adequately report the news of its city and the field in which it circulates. It should, in addition, give the broadest news service, of national and world-wide sort, that its means can possibly afford. It can no longer be bitterly partisan. It must stand for men fit in mind and character and not for the mere party label they bear.

This newspaper must present the news of the world with perfect candor and absolute fairness; with breadth of vision and fidelity as to fact; with neither politics nor business bias. This newspaper will do much to instruct and entertain its readers, and must be indefatigable in its efforts for the common good.

APPLY NEWS STANDARD TO ADVERTISING.

As with the publication of news, so with the publication of advertising. It is my firm belief that it is just as truly the func-

tion of the newspaper to print the legitimate advertising and that only, as it is to print the legitimate news of the world and that only. Newspapers with conscience at all sensitized to the moral obligations resting upon them, are regulating more and more strictly both the classes of advertising and the advertising copy which they will accept for publication.

REJECTING OBJECTIONABLE ADVERTISING.

Our newspaper, and there are others, will not accept advertising for remedies which guarantee to cure any disease or of practitioners who profess to treat diseases not discussed in polite society. And we, in common with many others have long refused to print financial advertising that could not pass muster, under the "blue sky" laws now obtaining in our own and other states. Known frauds of any sort have, of course, been refused for many years.

TRUTH THE MOTTO IN NEWS COLUMNS.

In laying the foundations for the rebuilding of the newspaper with which I am most familiar, the chief stone of the corner was, and steadfastly continues to be, sincerity; absolute sincerity both to the reader and to the advertiser. The first and foremost effort was to gather and to train a staff of men who would so handle the news of the day as to present to the reader in condensed form all of the worth-while news, local and general, absolutely without bias. The staff is trained to present every event exactly as it occurs and to pay no heed whatever to the political, the business, the racial, the religious significance of the story—to treat the news as news. The rule that I have stated applies with equal force to the men at home, to our correspondents everywhere and to the staff men in New York, Washington and our state capital.

OPINIONS CONFINED TO EDITORIALS AND CARTOONS.

The opinions of the paper are expressed freely and forcefully as may be, but are confined strictly to the editorial columns and the cartoon. Of the latter, much use is made in treating both national and local questions.

CIRCULATION STATEMENT PRINTED DAILY.

No sooner was this editorial practice established than the next important step was promptly taken. A detailed statement of circulation for each day of the preceding month averaged and daily sworn to took the place at the head of the editorial page where it has regularly appeared for some fifteen years. This statement shows the net paid circulation of our newspaper which was at the start certified by a regularly chartered public accountant and has since been audited a number of times by the three A's and others."

THE CARDINAL POINTS.

In summing up, Mr. Baker emphasized the following list of six items as the cardinal requirements of a daily newspaper.

1. Print all the worth-while news.
2. Print it without bias.
3. Print it with a sense of responsibility.
4. Print all the legitimate advertising that good business methods can gather.
5. Print regularly a detailed statement of net paid circulation.
6. And the very pith of it all is sincerity, alike to our advertisers and our readers.

Relations With Agencies and Standardizing Advertising Practice in Canada

The importance of Canada as an advertising field and the achievements of Canadian Press Association were recognized by the inclusion in the list of speakers of two representative Canadians, John Imrie, Secretary of the C.P.A., and Wm. Findlay, Manager of the *Ottawa Press* and Chairman of the Advertising Committee of the C.P.A. Keen interest was evinced by those present as these gentlemen told of the growth of the organization movement in this country and touched upon various phases of the work accomplished and in progress at present.

Mr. Imrie's subject was: "Improving and Safeguarding the Relations Between Newspapers and Advertising Agencies and Standardizing Newspaper Practice in Relation to Advertising." "In the development that has taken place in these directions," said the speaker, "co-operation is the key-note."

A STORY OF REMARKABLE PROGRESS.

Mr. Imrie then explained in detail the outstanding facts in the history of the C.P.A. movement, referring particularly to the developments of the past three years, during which time the four provincial and inter-provincial associations that existed previously have been welded into one strong national body. And now, instead of each having its own list of "recognized" advertising agents, (one association had two lists) there is but one authoritative list of recognized agents and it is accepted as such by publishers and agents alike all over Canada.

BASIS ON WHICH AGENTS ARE RECOGNIZED.

Speaking of the re-organization of Canadian Press Association and the work of its Advertising Committee in laying down a

standard of requirements for the recognition of advertising agencies during the previous six months. On regular printed forms the newspapers which allow a cash discount indicate which agencies have taken advantage of the cash discount in all cases and which agencies have allowed it to pass in some cases and the newspapers which do not allow a cash discount indicate opposite the name of each recognized advertising agency whether its manner of payment has been prompt, fair or slow during the period covered by the report. The newspapers represented in the membership of the Association are giving the Advertising Committee splendid co-operation in this matter. When a considerable number of newspapers report that a recognized advertising agency is getting behind in its payments to such newspapers the Advertising Committee through the Secretary of the Association, takes the matter up with the agency and insists upon a more prompt settlement of accounts as a condition of the continuance of recognition. In most cases where this has been done there has been an almost immediate improvement although in some cases it was necessary for the agency to increase its capital in order to meet the demands of the Committee. On the other hand, in some cases there was no improvement and after further representations were made without result the recognition of the agency was cancelled.

"The personal element was given first consideration—good business character and experience and proven ability in advertising were made essential qualities. In the second place a minimum of three general accounts was required. Each of these accounts was to be separate and distinct from any other and at least one of the three was to be a new account created by the applying agency. In the third place it was required that the applying agency should have financial resources commensurate with the amount of business it was placing and sufficient to justify the Advertising Committee in recommending the extension of credit.

FINANCIAL STATUS CONSIDERED.

"The original standard has since been amended in the matter of accounts handled so as to exclude from consideration in connection with an application for recognition all real estate and other accounts of a speculative nature. It has also been accepted as a general principle that a surplus of \$10,000 shall be the

The Man Behind the Program.



JOHN K. ALLEN.

Christian Science Monitor, Boston,
Mass. Chairman Program
Committee.

minimum in the matter of financial resources. In cases where this is not available in cash or liquid assets it may be made up in bonds satisfactory to the Committee.

The reasons for these various conditions are fairly evident. The conditions relating to the personal integrity, experience and ability of the principals of the applying agency is a protection to the general advertiser as well as the publisher. The conditions relating to the number and nature of accounts handled bar from recognition the agency that is merely the advertising department of one or two general advertisers and the space broker who does no real creative work. The condition relating to financial responsibility is a necessary safeguard from the standpoint of the newspapers.

RECOGNITION WITHDRAWN IF NECESSARY.

"The continuance of the recognition granted by the Advertising Committee of the Canadian Press Association is conditional upon the continuance of promotional work by the agency and the maintenance of a satisfactory financial position. Recognized advertising agencies are required from time to time to furnish proof of their financial responsibility. Twice a year the newspapers represented in the membership of the Association report to the Advertising Committee on the manner of payment of recognized advertising

AGENCIES CO-OPERATED IN ADVERTISING ADVERTISING.

Mr. Imrie referred to the co-operation which had been received from the recognized advertising agencies in paying the cost of composition, plates and mats in the first two campaigns to advertise advertising, during which there were 71 insertions of 450-line advertisements in upwards of ninety daily newspapers throughout Canada. "In each of these advertisements," said the speaker, "manufacturers were strongly urged to secure the counsel of a recognized Canadian advertising agency in the advertising of their products."

STANDARDIZING CONTRACT FORMS.

The standardizing of advertising agency contracts, Mr. Imrie called "one of the most notable achievements in the Advertising Committee's work of improving and safeguarding the relations between Canadian newspapers and Canadian advertising agencies." After pointing out the advantages of a standard form of contract and explaining the features of the one now in use by all but two of the recognized Canadian agencies, Mr. Imrie said: "its adoption will remove a most fruitful source of misunderstanding between Canadian newspapers and Canadian advertising agencies, and will go a long way toward bringing about in Canada the community of interest that should exist between two forces in advertising."

Speaking of what is yet to be accomplished, Mr. Imrie said that at the Annual Meeting of the C.P.A. to be held next month there would be submitted for action "four clear-cut propositions looking to the further improvement of the relations between Canadian newspapers and Canadian advertising agencies and to a greater degree of standardization of newspaper practice."

ELIMINATE COMMISSIONS AND ENFORCE SHORT RATES.

Continuing, the speaker said:

"In Canada, as in United States, many daily newspapers have been allowing agency commission or special rates to a few large general advertisers—for the most part patent medicine concerns—which place their advertising direct. The Advertising Committee feel that this practice is neither in the best interests of the newspaper nor fair to other general advertisers or the recognized advertising agencies. Therefore, the Committee will submit to the Daily Section of the Association at their next Annual Meeting a resolution calling for the discontinuance of this practice, at least in so far as Canadian direct advertisers are concerned. Before deciding to submit this resolution the Committee ascertained whether representative daily newspaper publishers throughout Canada were prepared to support it and the number who signified their willingness to do so practically insures the adoption of the resolution.

CENSORSHIP OF COPY.

"Many Canadian newspapers have taken an advanced position in the matter of censoring advertising copy. The Advertising Committee of the C.P.A. have given this matter considerable attention during the past year, for the Committee realize the economic value to a newspaper of having its advertising columns clean and wholesome as well as the moral obligation that rests upon the newspaper to protect its readers from fraudulent and wilfully misleading advertisements. After careful consideration the Committee have prepared a standard for the guidance of its members in the censoring of advertising copy and this standard will be submitted at the coming Annual Meeting of the Association. In submitting this standard the Advertising Committee will be careful to make it clear that it is not the desire of the Committee to establish a standard of morals for the newspapers of Canada. Each newspaper must adopt its own standards. The proposed standard for the guidance of the members in censoring advertising copy is intended to be merely a suggestion as to the classes of advertising that may be considered objectionable. It is left to the individual newspaper

to decide which of these classes shall be excluded from its columns. However, it is believed that many newspapers will adopt the standard as it stands and many other newspapers will adopt most of the suggestions embodied in it. Thus good progress will be made in the work of cleaning up the advertising columns of Canadian newspapers and in standardizing the practice of Canadian newspapers with respect to objectionable advertising.

STANDARDIZING CIRCULATION FORMS.

"The standardizing of circulation record and statement forms is another important matter that has been receiving the attention of the C.P.A. The Executive Committee of the Association will present to the Annual Meeting next month a draft of proposed C.P.A. Standard Circulation Record and Statement Forms. If these forms are adopted as standards the majority of the newspapers of Canada will commence in the near future to use the same forms for recording circulation and for giving statements of circulation to advertising agencies and direct advertisers. This will involve the use of a uniform method of dividing total circulation among the various classes of circulation.

STANDARDS OF PRACTICE.

"The ideas of the Advertising and other Committees of the C.P.A. regarding the principles that should govern a newspaper in its various Departments will be embodied in a standard of newspaper practice or principles that will be submitted to the Association at the coming Annual Meeting. This standard will cover the resolutions that have been adopted from time to time by Annual Meetings of the Association and by the various Committees and also items on many points that have not been covered by these resolutions. The adoption of this standard of newspaper practice or principles will be another long step forward in the standardizing of newspaper practice throughout Canada."

Constructive Newspaper Co-operation

How to bring the news and advertising departments closer together was the particular phase of constructive newspaper co-operation on which Frank D. Webb, of Baltimore, chose to speak.

FEATURE DEPARTMENTS.

Mr. Webb is a firm believer in the value of special sections devoted to class interests, such as are included regularly in the Saturday and Sunday editions of his own paper, the *Baltimore News*. Such departments as "Real Estate," "Churches," "Building," "Books," "Moving Pictures," etc., could be run successfully if proper co-operation existed between advertising and news departments. The result would be a better newspaper, more advertising and increased circulation—each causing and yet dependent on the other.

STARTED EARLY WITH MOVIE FEATURE.

In the case of the "Moving Picture" feature, Mr. Webb said:—"I felt that the people of Baltimore, at least a sufficient percentage of them to make the feature worth while, were interested in moving pictures. I persuaded the editorial department to allow me to give a column on Sunday to pictures, in the first place. The feature grew from a column to a page, and we have traced to it directly an increase in the circulation of the Sunday afternoon *News* of something over 5,000.

"It was more than a year before the present, I might almost call it, craze on the part of big newspapers in our larger cities for motion pictures developed, I suppose out of a sudden realization in the advertising departments of these papers that advertising is to be gotten through this co-operation, and an equal realization in the circulation departments that motion picture news helps circulation."

SHOULD BE LEGITIMATE NEWS.

Mr. Webb does not believe in attempting to classify advertising in this manner unless the news value of the necessary news copy to carry it is above criticism. He says:—"While the advertising manager unquestionably has his eye clearly fixed on the possibilities of developing advertising, when he induces his paper to take up one of these constructive features it is a mistake for him to exert his influence unless the feature he is backing can have to a considerable extent at least the same general interest to the public, which was the cause originally of the sporting page, the financial page, the market page, etc."

Clean Pages the Best Policy

The paper of E. L. Clifford, of the *Minneapolis Journal*, on clean pages for the newspaper, outlined in the most emphatic language the straight and narrow path for the newspaper publisher, both with regard to his news, his editorial and his advertising columns. He was placed in the light of standing between the public and a great evil, with the power to protect them or to go assist in doing them a great injury through indorsing directly or indirectly

adventurers in the business world who were after the people's money at any cost.

"Millions of dollars are being spent annually by the people of this continent to keep clean," he said. "Good old soap and water are used with more frequent regularity than food. It's a world-wide habit, with a varying degree of intensity, this trying to keep dirt and germs off person and property. The dirtier a nation, or a city, or a person, or a business is, the less progressive is that nation, that city, that person, that business.

"This is a 'clean-up' age—an efficiency age. There's a fight on for the ideal, for 'truth'—for the 100 per cent. mark in politics, in business and society in general.

"A newspaper, worthy of the name, is a tremendous power in any community, but there should be no great wall erected around it to defeat the rules of decency and honesty that govern other lines of business. The publisher of a newspaper is a manufacturer, but he has a responsibility far greater than that of any other manufacturer in his community. He manufactures a product that creates public opinion, a product that can stir nations to

Ad Men Occupied Toronto Pulpits



PETER CLARK MACFARLANE.

Collier's Weekly, New York,
Lay Preacher.

war; that can send great political parties to defeat; that can ruin reputations and blast businesses, and change one's course in life.

"Millions of people look to their newspapers for the truth—and these people should get the truth. They are entitled to it.

PUBLISHER EQUALLY GUILTY.

"The publisher that puts a crook advertiser in touch with a subscriber victim is equally guilty with the crook—and deserves punishment for his part in the transaction. That's the plain, unvarnished truth.

"The manufacturer of a newspaper has an apparently unique and enviable position. He's behind a blinding searchlight with a machine gun. He can shoot daylight into other people and other business, and there's practically no 'come-back.' He's a modern Achilles, but, like the ancient Achilles, he has a vulnerable spot, and one of these days an aroused public opinion is going to find the spot. The people in a great many communities are getting "warm" already, and some day this unthinking, short-sighted publisher, even though he may have a million-dollar building and a million-dollar plant, is going to find himself minus his chief asset—the CONFIDENCE OF HIS CLIENTELE.

THE INFLUENCE OF WOMAN

"Our social trend has been upward, and it has been largely due to the gradual revolution in the position of woman. She is a factor—sometimes a militant one—to be reckoned with, always. She has achieved a place in the world of affairs. She contributes to the solution of social questions. She has ideas of her own. She is going to be the ruler of the advertising world—for she reads the advertisements and buys the goods. She is taking an active part in the making of the New Newspaper—and it must be made CLEAN, for she is going to have the "say" about the influences that surround her home and her children. She will eventually pick the Clean Newspaper in preference to the unclean—inevitably. She is driving the slovenly, irresponsible merchant out of business, and she will drive the slovenly, irresponsible publisher out of business. She reads the advertisements and does the buying for the home.

"Many publishers only think they cannot get along without fake business. Show me one who has cut deep into the rotten business, with a fighting spirit, and I will show you a publisher who is making a splendid success of his business in more ways than one.

FAKES NOT NECESSARY.

"Show me a publisher who has nerve enough to keep the fakirs out of his newspaper, to pass up the unclean money, and I will show you a publisher whose circulation statements are honest.

"Filthy, dangerous, fraudulent, medical and near-medical advertising should be driven out of every publication in America. It taints the decent and makes it less productive. It is infinitely more harmful than the advertising of extravagant, lying merchandise values, for it strikes at the very health of the nation, and the victim doesn't have a chance to see or to know the goods that come in seductive bottles and sweet-painted pills.

"The publisher who has the nerve to say to advertising assassins, 'No; you must keep out of my newspaper!' is the publisher worth while, the publisher with a future. He is going to be abreast the times—a lap ahead—not a lap behind.

"And, in my humble opinion, this kind of a publisher is going to lose nothing in a revenue way—finally. I believe business will eventually come back to him many fold—CLEAN business that will be an honor to his paper and to his community—not a crying, bleeding shame.

The clean newspaper goes to the clean home, where it is as welcome as a life and blood member of the family; and the clean home yields the sceptre that makes or breaks a newspaper or any other kind of a business."

The New Ad Man—The Advertising Counsellor

WILLIAM C. Freeman, of the New York Globe, gave a very concise and practical address on "The New Ad. Man—The Advertising Counsellor." Mr. Freeman's object was to show how the creation of such a position would increase the efficiency of newspaper advertising. That he succeeded in doing so the following 25 requirements of "the new ad. man" bear evidence. He said:

The Advertising Counsellor possesses the following qualifications:—

1. He likes advertising and believes in it.
2. He stands absolutely for truthful advertising.
3. He is able to determine between that which is chaff and that which is wheat; the reliable and the unreliable; the objectionable and the desirable.
4. He is broad-minded and recognizes merit in others.
5. He knows the value of all publications in his field, their circulations, and their rates for advertising.
6. He knows how to sell advertising himself and never asks an associate to do anything that he is not willing to do himself.
7. He is well informed as to why advertisers in his territory follow certain customs and adopt certain policies—why they succeed in great measure, or fail proportionately.
8. He has an accurate grasp of the business possibilities in his field and knows why advertisers can employ his publication to good advantage.
9. He is able to advise his associates how to develop different lines of business and why these lines should advertise not only in his publication but in others as well.
10. He reads advertisements carefully and critically—not the latter just to find fault, but in order to analyze them, so that he will be able to advise intelligently as to their successes or failures.
11. He knows advertisers and keeps in personal touch with them; he studies their business and is able to answer their questions intelligently. He has their confidence and they welcome suggestions from him.
12. He consults frequently with his associates; he receives suggestions from them and gives suggestions in return. He has confidence in them and they in him.

13. He is willing to call on customers of his associates and is able, oftentimes, to assist them in closing contracts, and there is big enough to give them credit for doing the work.

14. He keeps in touch with the editorial and news departments of his publication; with the composing-room forces, the circulation department, and the mechanical departments, because all departments of a publication have a bearing on the successful development of the business.

15. He works in harmony with all the forces in his organization and seeks information from everybody as to the value of this or that form of advertising—which kind appeals to them.

16. He studies public opinion as to which is good and which is not good advertising. This enables him to suggest to his associates and to his clients the kind of advertising that will be best to bring results.

17. He encourages his associates to write advertisements and submit them to prospective advertisers, and himself writes advertisements. Much new business is developed in this manner.

18. He knows that courtesy to all is important and enforces it. He sees to it that information is furnished willingly and pleasantly by everybody connected with his department. He exacts courtesy from agents and advertisers for his associates and himself. He resents any reflections upon his publication or upon any of his associates.

19. He knows his publication thoroughly and is able to impart his knowledge of it to his associates. He gives them facts about its circulation, the value of its features, he emphasizes its policy—he makes those who are members of his official family proud of their publication.

20. He insists that his associates shall be able to sell the publication to themselves before they try to sell it to advertisers.

21. He works harder than anybody else in his department—he inspires those around him by his work—he is able to outline advertising campaigns—he gives his associates equal power with himself to close contracts.

22. He insists that the rate card shall be an open book and that there is a complete understanding by everybody in regard to positions and conditions surrounding all contracts.

23. He insists that each salesman shall be his own master and must feel that he is backed up to the limit by his publication.

24. He co-operates with advertisers—helps them in every way he can, and sees that all of the people connected with the advertising department do the same.

25. He is a natural builder of business and is able to show others how to build.

The advertising counsellor cannot qualify under these twenty-five classifications until he has had a varied experience—until he has made mistakes and learned how to avoid them, for a man who has never made a mistake cannot properly advise others what not to do, which is more important than advising them what to do.

Don't you think that a man devoting himself to the cause of advertising with the care as outlined is able to increase the efficiency of advertising in his publications?

Advertising Advertising in Canada

Another representative of Canadian Press Association and of Canadian publishers in general was Wm. Findlay, manager of the Ottawa Free Press. Mr. Findlay spoke on "Advertising"—with particular reference to the work in that direction by the C.P.A. Most of those present were American or British publishers and they listened with great interest while the speaker told of the success the C.P.A. has had with its Advertising Advertising campaigns and the manner in which they were launched and carried out.

FOR BENEFIT OF NEWSPAPERS.

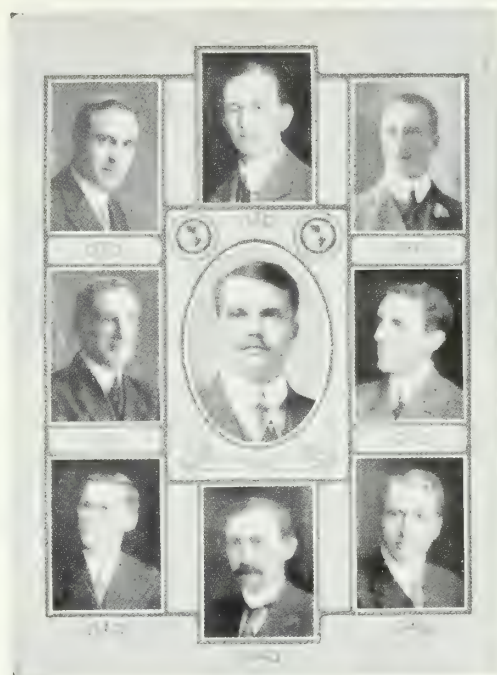
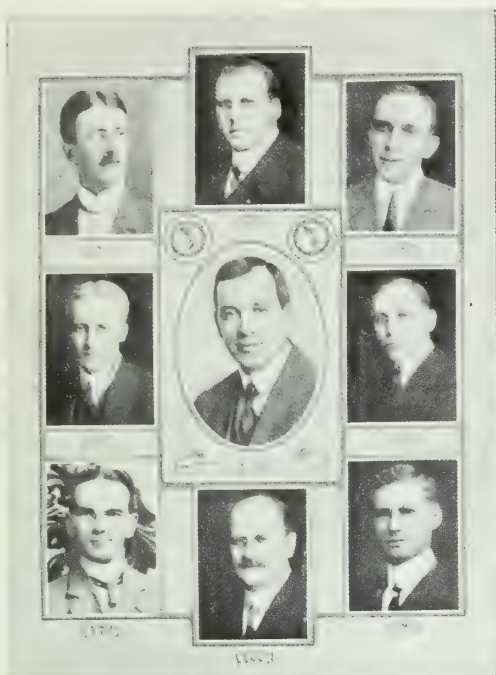
Mr. Findlay first made clear the benefits to newspapers to be derived from participating in such campaigns, and in this connection said:

"We publishers advertise our advertising, not for the good of the advertiser, but for the good of ourselves. The advertiser does not ask for charity. He need not be the object of philanthropic attention on our part. He comes to the counter, and pays his money, and he usually asks no favors or treatment for which he does not give an equivalent in cash.

"When we advertise our advertising it is not done primarily for the good of the advertiser. We make use of the advertiser in the process and he may get some incidental benefit, but the effort is made on behalf of ourselves. We are manufacturers of white space, of more or less value, and we advertise our product with just the same object as any other advertiser. We may as well be frank about it.

ADVERTISER BENEFITS INCIDENTALLY.

"At the same time there can be no disguising of the fact that the advertiser does reap a benefit from his position as the object lesson in our educational campaigns, for I think you will agree



CHAIRMEN OF AD CLUBS' CONVENTION COMMITTEES

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|------------------------------|-------------------------------|-------------------------------|-----------------------------|
| 1. W. G. Rook, President. | 5. John Blackhall, Ladies. | 1. H. M. Tedman, Vice- | 6. George M. Bertram, Get- |
| 2. F. H. Rowe, Chairman Con- | 6. R. S. Coryell, Entertain- | President. | Them Out. |
| vention Committee. | ment. | 2. H. G. Hocken, Decorations. | 7. C. Hall, Customs. |
| 3. Elmer Phipps, Hotels. | 7. J. B. Hallworth, Registra- | 3. F. G. McKay, Sec.-Treas. | 8. L. D. Ray, Foreign Dele- |
| 4. W. J. Healy, Transporta- | tion. | 4. Don Tuck, Canadian Clubs. | gates. |
| tion. | 8. D. O. McKinnon, Finance. | 5. Murray Ross, Halls and | 9. C. A. Matson, Luncheons. |
| | 9. Geo. S. Fleming, Churches. | Grounds. | |

that one of the earliest essentials in promoting the use of advertising is to promote the reading of the advertising.

"If you go to the ultimate consumer and secure his interest and custom, every stage of marketing loosens up.

"If you get one thousand men in any community to acquire the safety razor habit or a hundred to feel the need of an automobile, the makers feel a new demand forthwith.

"So it is with advertising. If you can get one thousand people who carelessly pass over the advertising columns, to read and buy from the advertisements, the advertiser reaps the benefit at once, and the publisher who prints advertising feels an increased call for space from the advertiser.

BENEFIT TO READER COMPLETES TRIANGLE.

"But the benefits of promoting the reading of advertising are more than two-fold. It is admitted that they accrue to the advertiser and to the publisher. The third party concerned is the reader. The promotion of advertisement reading is an education to the reader, a course in practical, valuable and easily gained knowledge, which brings returns to its possessor regardless of his or her age, social position or financial standing.

"But the first and best way to advertise advertising is to let advertising advertise itself.

"Give all advertising a character and decent surroundings and the people will trust it. Shackle the good advertising, the clean advertising, the honest advertising, with the make-shift advertising, the unclean, the deceptive and the fraudulent, and the reader quickly loses faith in the whole thing. It is up to the publisher to discern the character of the advertising he prints. It should not be left to the reader, and the sifting-out process should be made in the business office before the money gets into the cash drawer."

CANADIAN FIELD GREATLY ENRICHED.

Mr. Findlay dealt in detail with the origin of the Advertising Advertising movement in Canada and followed it through up to the present time, dealing with the several campaigns that have been conducted so successfully.

As to the results the speaker said:

"Directly to the interest created by these campaigns and to the information they conveyed, several new national advertising accounts can be traced. An increased belief in newspaper advertising has been stimulated among general advertisers which has

yielded tremendous returns to the newspapers of Canada during the last year and a half. But most valuable and most important of all, from the standpoint of the advertiser and of the publisher too, these campaigns, backed by individual campaigns of many newspapers have aroused an interest on the part of newspaper readers in newspaper advertisements which is telling to-day, both in the local and the foreign field, and will tell more in the future of advertising in Canada. Always the most comprehensive, always the most productive, always the one and only method of securing a general campaign in this country, the newspaper field in Canada has been summer followed by its owners. It has been fertilized richly by the publishers. It has been brought to a high state of intensive cultivation. And the process is going on now, and will go on—and all the time the field is yielding splendid crops of results to those who understand it and use it with intelligence and skill."

Increasing the Efficiency of Newspaper Advertising

"How can the efficiency of newspaper advertising be increased?" was the problem propounded for H. Holford-Bottomley, of Associated Newspapers, Ltd., London, Eng., to solve. The following extracts from his able address show how well he answered it:—

"THE PUBLIC BE SERVED."

"The methods by which we can increase the efficiency of newspaper advertising are fairly obvious, but it must be remembered that what I have to say is colored largely by my knowledge of British advertising and comparative ignorance of American methods and results.

"In the first place, we have to remember that newspapers exist from first to last to supply a public want. Like any other business, they depend on the goodwill of the public for their existence. They must therefore cultivate that goodwill before all things. The public must be served and well served first of all.

"The paper which best serves the public will deserve and will sooner or later get the largest public support and confidence. That is an obvious truism. Now the paper which gets the largest support and confidence of its readers must produce the best results for its advertisers. In other words, the newspaper can best serve its advertisers by trying to serve its readers.

"Whatever the temptation may be, the newspaper must never betray its readers to an advertiser. The advertiser may gain for the moment, but ultimately both will lose. There must be a high ideal of public service, rigidly upheld, and never swerved from. The newspaper has a responsibility for everything that appears in its pages, whether news or advertisements, and we newspaper men wish it to be known that we have no desire to shirk the full weight of that responsibility. That is the great principle on which we must work.

"Let us take the reader's point of view and let us ask ourselves frankly and openly—Why does the reader buy our paper? Leaving out the exceptional and special cases where a paper is bought for its advertisements, we must admit that he buys it for its news.

"Very well, then, let him have news, new news, real news, enough news. Let us give him the best news we can get for him, and, above all, don't let us deceive him into reading as news things which are not news, but advertisements. It is this, more than anything else, which has brought advertising into disrepute, and I can assure you that in England, at any rate, advertising has had to fight its way almost out of the mire to the position it occupies now, and it has still some way to go before it reaches the point where we would have it. It is not fair to beguile the reader into thinking an advertisement to be anything but an advertisement. When once you begin your relations with any man by a deception, you cannot hope for any firm and clean business relations afterwards.

"Gentlemen, I give you a sentence which expresses it all. It is 'Put the reader first.'

HOW TO ATTAIN THIS IDEAL.

"And now to details. I am going to suggest a few means by which we can attain the ideal I have outlined. They are—

1. Elimination. It is said that a man is known by the company he keeps. So is an advertisement. It is our duty to our honest advertisers to see that they are not associated with advertisements of dishonest or questionable concerns. Otherwise our readers will cease to have confidence in the advertisements we publish and thus the efficiency of our general advertising will be decreased.

It is our duty to our readers to safeguard their interests in seeing that they are not betrayed into unsatisfactory expenditure through the medium of our advertisement columns. Whatever we may think, they have sufficient confidence in their favorite newspaper to believe that we would not admit an advertisement to our columns without first seeing evidence of its bona fides.

Gentlemen, we must live up to our reputation. We must have a strict censorship over the advertisements offered to us and eliminate every one that is not in the interests of our readers as well as in the interests of the advertiser. We must put the reader first.

CENSORSHIP.

2. Discrimination. On this side of the water your advertisers generally take a broad and generous view in the matter of copy-costs. We still have difficulties to overcome in this respect, although we are advancing rapidly.

Great Britain finds that some advertisers will spend large sums on the preparation of their copy and drawings; others consider such expenditure waste. Some even think that the excellence of an advertisement varies directly with heaviness. Here, again, censorship is necessary.

We place great importance on bringing out each morning a good-looking paper, every page of which appeals to the eye, because we believe that such a paper has the strongest attraction to a reader. Following the principle that what helps the reader helps the advertiser, we require all our advertisements to conform to our requirements in the matter of display.

Within the limits of good taste there is plenty of scope, and it is not worth while spoiling the appearance of a page by inserting a badly-drawn, heavily displayed advertisement, in a border like a funeral card. We believe that such an advertisement would offend the taste of our readers, and if it offended the taste of our readers how could it attain a maximum of efficiency?

The Daily Mail and other newspapers allied with it lay great stress on this point and on the proper discrimination of advertisements.

In this respect, "reader" advertisements which lead the reader to suppose that they are expressions of editorial opinion are most rigidly excluded. Every advertisement that appears must obviously be an advertisement, headed or subscribed as such, and, above all, must be identified by the name and address of the advertiser. Anonymous advertisements are things of shame. They are deceptive in their origin, deceptive in their intention, and deceptive in their effect. The man who is ashamed to put his name to his description of the goods he is selling, I suggest should not be allowed the hospitality of the columns of a reputable newspaper and the association of honest advertisers.

Again, by putting the reader first we best serve the interests of our advertisers.

NEWS AND ADS. IN PROPORTION

3. Limitation. We agreed in the first place that our readers bought our papers for news. Then the bounds of that news must be sacred. Its landmarks must remain, be the advertisers never so clamorous to come in. In plain language I mean that we must set a reasonable limit to the space we are prepared to sell to advertisers in proportion to our editorial space.

Leave out the readers and editor for a moment and look at the advertiser. Suppose I had a number of people shut in on an island for a week. You come to me and say, "I want to sell my goods to your people. How much will you charge to get me on your island?" We agree on a price and you go on the island. You find, however, when you get there that there is another salesman who has paid the same price as you to get on my island. Are you pleased or sorry?

But suppose that instead of one other, you find 100. What then? Surely the efficiency of your salesmanship would be lessened by every other salesman who was allowed access. Therefore, the more I allowed on the island the less each one of you would expect to pay to come in.

Now I do not pretend that this is exactly analogous with the position of a newspaper, but it furnishes an apt illustration. As regards the amount of space that can be allowed to advertisements proportionately to editorial, there is a scientific and definite (although varying) maximum of efficiency. Below that maximum we do not carry sufficient advertisements of a kind to create a market; above it we have too many candidates for public favor, so that the reader in despair ignores all and takes other means to make his purchases. Above all, he considers the editorial side of the paper sacrificed to its advertising side and ceases to buy it.

That maximum of efficiency should be found by each paper for itself and never exceeded. If it is necessary to increase the price of advertisements in order to do this, it is worth while. The wise advertiser will very gladly pay more for such increased efficiency.

UNIFORMITY IN STYLE.

4. Delimitation. This is easily explained in a few words. Psychology tells us that the human mind reaches forward to familiar things, grasps at old associations. Our newspaper must have that attribute of familiarity to hold its public.

For instance, the reader requires to be able to open his paper almost unconsciously at any page and find just what he wants—leader, home news, law news, foreign, or what not. He wants to know where to find particular classes of advertisements, too.

There is a place for editorial matter and within that there is a place for each section of editorial matter. Vary in length the sections must, but the principle holds within reasonable limits. Similarly there is a place for advertisement matter and within that a place for each section of advertisements.

Variations, which must occur from day to day, should be checked as far as convenient, so that we always have a paper which is distinctive, easily recognizable, and familiar to the general reader.

I trust that I shall not be misunderstood on this point and to prevent any misunderstanding, summarize my points by saying that I plead only for as clear a distinction as may be between editorial and advertising, the encroachments of either one on the other being kept within the smallest limits possible.

ADVERTISING CONTRACT AND EDITORIAL SPACE MUST STAND INDEPENDENTLY.

5. Neutrality. In the case of weeklies and monthlies, editorial neutrality is not nearly so important as it is in the case of a daily paper. One reads the weeklies and monthlies for amusement; the dailies are read for information, and that information must be above suspicion.

If Jones and Co. open a new factory or Mr. Brown invents a new popular device the editor must decide on the news value of these items without any reference whatever to advertisement columns. The good health of his paper demands that he should be without prejudice and that all his news should be judged on its merits as information to the public and not on its value to any advertiser. The advertiser should never be led to believe that he has a claim on editorial opinion because he uses the advertisement columns.

Let the advertisement columns stand alone. If they are not worth the rate you charge, charge less, but do not attempt to make up weight by stealing from the sanctity of the editorial columns. So soon as you do this so soon do you lose the confidence of your readers. They may be deceived once or twice, but after that they look for another paper.

Absolute honesty is what we believe is going to make advertising a greater force; absolute honesty is what we all preach, and it is not honesty of any kind to place before our readers

what purports to be an expression of editorial opinion with a definite news value and what is, in fact, a puff for the advertiser.

The editor must, above all things, be single-minded. In this case we put the reader first and last and all the way."

MR. BOTTOMLEY'S ADDRESS DISCUSSED.

At the conclusion of his address Mr. Bottomley was greeted with a prolonged round of applause, testifying to the approval with which his closing sentiments had been received.

A question was raised as to whether it was the custom of the Daily Mail to refuse advertising along certain lines when the paper already carried what was deemed a sufficient volume of advertising in that line.

Mr. Bottomley.—"Absolutely."

Question—"For instance, if you carried five watch advertisements and deemed that sufficient, would you refuse copy tendered by a sixth firm?"

Mr. Bottomley stated that in such cases they would suggest to the new firm that they hold their copy until an issue when less copy of the same nature would be appearing. He went on to explain that the Daily Mail occupied the unique position of being the only daily paper to cover all Great Britain and this with its circulation of 1,000,000 could afford to refuse advertising on the grounds stated. The demand on their columns was so great that their front page was sold up to April, 1915. This statement, as might be expected, created somewhat of a sensation.

It remained for J. J. O'Neill, of the Advertising Department of the Manchester (Eng.) *Guardian*, to read a paper on the subject that was perhaps the most vital one in the minds of the newspapermen who made up the "Newspaper Department" at this year's convention. Mr. O'Neill launched into his subject abruptly and dealt with it fearlessly and intelligently. Here is, in part, what he said:

Eliminating False and Misleading Advertising.

Every new business may be of necessity a happy hunting ground for thieves—for a time—and I am not sure that our own business hasn't been in the past an example of that rule, rather than an exception. I say in the past advisedly, for the last few years have witnessed a steady weeding out of the harpies who prey on the suffering and the credulous. Twenty, even ten, years ago, it is fairly safe to say that a long way more than 50% of the total volume of newspaper and magazine advertising, both in England and America—certainly in England—bordered on the dishonest. In those days great manufacturing concerns, with few exceptions, looked askance at the rapidly growing business of advertising, and the quack and the obviously fraudulent advertisers had the field practically to themselves.

To-day all that is changed, and many newspapers, both in England and America, carry advertising columns as clean and as healthy as the deliberately worded editorials that run across the leader pages. We who are engaged on the advertisement side of the really great English dailies guard the columns we control with as marked a jealousy as distinguishes the news columns, and with as keen a desire for accuracy and truth.

But the harpies still abound, and I hold that the time has now come when combined action can be taken by the newspapers to wipe out the one ugly sore on the body advertising. In England a very general view is if an advertisement on the face of it "reads honest," and if nothing is known to the contrary, that it ought to have a run. If complaints pour into the newspaper's offices the advertisement is scrutinized again, inquiries are set on foot, and on the result of the scrutiny and inquiries, action rests.

The worst that can happen to the thief—a fraudulent advertiser with the frills off is a thief—so far as the newspaper that gave him the publicity is concerned, is that he is denied a second opportunity of defrauding that particular paper's readers.

Now I am going to say a somewhat remarkable thing, and in saying it I believe I will carry the convention with me. I am going to say in the present state of the law—an alteration in law may come one day—that the newspaper is morally as big a sinner as the fraudulent advertiser.

Candidly, gentlemen, it is an open question if the newspaper is not materially the bigger sinner, for but for the tens of thousands of introductions given the thief, the field for his operations must necessarily have been curtailed.

SUGGESTED A REMEDY.

After instancing specific cases in which sufferers from disease had been swindled and permanently injured physically, whereas they might have been cured if given proper treatment, Mr. O'Neill suggested a remedy which he believed would effectually stop dishonest and disreputable advertisers from securing the co-operation of newspaper publishers in their contemptible practices. He said:

"I suggest, gentlemen, that the Associated Advertising Clubs of America, or if it is more practicable, and if one exists, the News-

paper Owners' Federation of America, promote a fund to be devoted solely to the protection of readers replying to advertisements. Only one lawyer need be retained, and to him could be left the relentless prosecution and the exposure and the punishment of the thief who once pollutes the advertisement columns of a newspaper.

The fraudulent advertiser could be prosecuted on at least two pretexts—either at the hands of the aggrieved person who responded to the advertisement, backed up, of course, by the advice of the subsidized lawyer, or by the newspaper concerned, on the ground that the advertisement, being a tissue of lies, was secured insertion by false pretences. The fund need not be one of great dimensions. It would be rarely called on after the first few years of its existence, but its presence would suggest an all-powerful instrument that would act as a certain deterrent to fraudulent advertisers and gentry on the ramp.

Wouldn't it be a remarkably fine thing, gentlemen, if every reputable newspaper in this country of yours carried in its advertisement columns the implied guarantee that no money would be spared to grind under the wheels of the criminal or the civil law any harpy who set out to swindle the suffering and the credulous?

Concerted action now against the fraudulent advertiser would effect a complete clearance of the one ugly sore on the fastest growing business in the world, and it would stamp on every advertisement that left the printing presses of the great dailies of the world that magic word "Truth" which you have taken as the ideal to adorn your emblem."

PUTTING THE STANDARDS INTO PRACTICE.

The concluding session of the Newspaper Section ended in an important discussion on ways and means for putting into action the precepts which had been previously adopted, embodied in the Standard of Practice. After the reading of a paper by J. J.

Senator Young expressed his complete concurrence in the plan, and stated that, if the special edition were put out, he would want 200 or more copies to circulate among advertisers of his paper. He gave it as his opinion that the time had passed when newspapers could base their standards on what was allowed by law. The time had come when newspapers had to have a standard of ethics that they could themselves indorse.

William Findlay, of Ottawa, pointed out that the advertising committee of the Canadian Press Association had adopted a Standard of Practice which went much further than the Standard adopted by the newspaper section. This would be submitted at the Annual Meeting of The Canadian Press Association within the next week, and he felt perfectly safe in predicting that it would be universally adopted. He advocated making use of the special number proposed by Mr. Freeman to get circulation among advertisers, and to educate them in that way to the new standard.

HOPE TO GO FARTHER IN STANDARD OF PRACTICE.

Mr. Freeman again referred to the fact that they were contemplating a permanent organization, and he was sure that it would not take long to come up to the standards set by the Canadian Press Association. He went on to explain at further length the object he had in view in having an official and complete report published. When the next Convention met they ought to be able to show decided and definite action on the part of newspaper publishers leading up to the standards adopted. Mr. Freeman went on to explain what his idea was as to the way in which the Standard of Practice was to be put into operation. If an advertiser of doubtful methods were told by newspaper publishers that they would not accept any more of his advertising the result would be that he would be killed. Would it not be better to lead that man into the way of righteousness rather than to kill him? The speaker believed that the method to be pursued was not to kill off doubtful advertisers, but to educate them to better methods. He went on to say that they were anxious to admit all the publishers in the campaign for a better standard of advertising, to get the biggest as well as the smallest publishers interested. He was sure they would all come around in time.

At the conclusion of the discussion a committee was appointed of New York representatives with Mr. Freeman as Chairman, to prepare the official report to be published in this way.

The session was brought to a close by addresses from some of the most prominent members. Joe Chapel, of Boston, gave a forcible talk on the primary importance of newspapers. He compared the daily newspapers to the carborettor, which generated the power. In his opinion, the newspapers have been too modest. The movement for truth which had been the most marked feature of the whole Convention had originated with the newspaper section. He went on to explain the reason for what he termed "The Unparalleled Importance of the Daily Newspaper." The newspaper entered into every phase of life of the individual—births, marriages, deaths, everything of life brought the individual into touch with the newspaper. This gave it a force and influence, which could not be equalled. He concluded by referring to the work of immense importance, which had been done at the Convention. What had been accomplished he believed would go down in history.

THE EDITORS' VIEWPOINT

Selling Printing From Price List

THAT JOB printing is a commodity that can be successfully sold from a properly compiled price list is no longer a theory but a proven practice. A price list that gives at a glance the proper selling price on all staple work as well as the correct charge for the various operations in each department, to be used when estimates are required to be made up, is an invaluable aid in the selling of printing. The wonder is that more printers do not use it, for there are many who do not, despite the fact that it is frequently one of the chief subjects for discussion at cost congresses. What could be more convincing than the "demonstration" given a short time ago at the St. Paul Cost Congress by George H. Saults and O. H. Pollard, the well-known proprietors of the Winnipeg Free Press Job "demonstration" given a short time ago at the St. Paul to start in business and requiring a fair stock of printed stationery, etc., and Mr. Saults quoted him prices on each and every job, using the Winnipeg Price Book. No impatient waiting on the part of the customer for figures to be made up, no waste of time by the printer taking the order, and best of all, no variation in quotations and the likelihood of errors entirely eliminated.

A cost system is looked upon to-day as a necessity in a well conducted office, and rightly so, for without a properly operated cost system a printing firm is in as grave danger of being completely lost in the wilderness of production

costs as an ocean mariner of drifting aimlessly if without a compass. But though the cost system must always be regarded as of primal importance the price list should be given second place as an aid in selling printing. Such a list can be made up from the cost records of a single plant, but better if it can be based upon the averages of a city or community in which the cost of production is uniform or varies only slightly. That has been the secret of the success of the Winnipeg list and the reason it is used throughout Western Canada. There is no reason why 1,000 letter-heads, for instance, printed in black ink on a 10-cent bond, should be sold for \$4 in one office, \$5 in another and varying prices between the two or lower or higher in a dozen others, all paying practically the same for labor and material. Such a condition is bound to encourage two of the chief evils of the printing business—shopping and price-cutting. The solution is provided by the use of a uniform price list and whether or not all offices in a community are operating cost systems there should be no hesitation on the part of any in joining heartily in a movement to agree upon and adhere to fixed prices on staple goods, and a uniform selling price for each operation. Much good has been done by the adoption of uniform price-lists by district press associations, who have proven that the principle is a desirable one and can be as successfully operated among a number of smaller towns as in the large cities.



The Annual Meeting of the C.P.A.

THE fifty-sixth annual meeting of Canadian Press Association will be held at Toronto on Thursday and Friday, July 9 and 10, instead of at the Royal Muskoka Hotel on June 26 and 27, as originally planned. The postponement was decided upon owing to the Ontario provincial elections taking place on June 29, which made it impossible for a large proportion of the Ontario members to attend the Convention at the earlier date. The intensity of the campaign served to augment the difficulty, as the majority of Ontario newspapermen were vitally interested in the outcome. We are sure the complete explanation given by the secretary of the association, and published elsewhere in this issue, will convince any members not familiar with the situation of the wisdom of the action finally decided upon by the Executive Committee.

Disappointing as postponements always are, however, there does not seem any serious reason for this year's meeting of the C.P.A. not still turning out an unqualified

success. The same attractive transportation arrangements will hold good. The same well-planned program of addresses and discussions on important subjects remains practically unchanged. The entertainment program, which was originally planned in connection with the Muskoka trip, will, of course, be cancelled, but the importance of giving ample time for the discussion of the postal situation, probably necessitating extra sessions, amply justifies the executive in their decision to make no attempt at entertainment features in connection with this year's meeting. The vital importance of the attendance of every member in order to take part in and be fully aware of any action taken with a view to securing an equitable adjustment of postal rates, cannot be too strongly urged.

The program for the two days' business sessions is one that might well be calculated to arouse the admiration of every member and excite the envy of every non-member. This is true not so much because the list of speakers includes

many whose experience and speaking ability make the addresses well worth traveling many miles to hear, but more by reason of the importance of the subjects to be discussed and the manner in which they will be presented. Such vital problems as the cleaning up of advertising columns, the eliminating of commissions on all advertising not placed through recognized agencies, and the enforcement of short rates, the standardizing of circulation record and statement forms, and the adoption of standards of newspaper practice will come up at this year's meeting, and each calls for the best thought and most earnest consideration of the association as a whole. This can only be accomplished by every individual member coming to the Convention prepared to express his own views and listen to the views of others in the wide-open discussion for which provision has been made in the program of the general association and in those of the several sections. The aim is, of course, to arrive at a definite and satisfactory conclusion on each proposition, and for this reason the fifty-sixth annual meeting will be looked back upon as a very notable one in the history of the association. Not only does the program reveal hard work and careful planning on the part of the retiring officers, but it also indicates a busy term for their successors in putting the conclusions of the Convention into operation and in continuing the progressive forward policy that has been the outstanding characteristic of the C.P.A. during recent years.

Mention should be made also of the particularly strong programs planned for the sectional meetings. The Trade and Class Press Section, formed at Ottawa two years

ago, did not show nearly as great activity at last year's Convention as is indicated by the program this year. There will be fourteen speakers in this section, each of whom is amply qualified to speak on the particular subject assigned to him. It follows that representatives of the trade and class press should be out in force. Failure to attend will mean the loss of much valuable information that can be obtained in no other way. The Daily Section is likewise provided with an excellent program, one of the most important subjects being "Cost Systems for Daily Newspapers," an address on which will be delivered by Pierre G. Starr, a newspaper cost and efficiency expert of Chicago. As usual, the Weekly Section have planned to discuss a number of topics vital to their interests, and the program is one that no weekly publisher desirous of achieving the greatest degree of success in his chosen profession can afford to miss. One of the most serious problems that the weekly publisher must face to-day, and one that is among the least understood, is that commonly designated as "the cost of the sold inch." W. E. Smallfield, publisher of *Renfrew Mercury*, has made a special study of this subject and will lead a discussion on it that should prove invaluable to all those in attendance.

Every Canadian newspaperman owes it to himself and to his *confreres* to take an active part in the great work the Canadian Press Association is doing, and PRINTER AND PUBLISHER hopes that a very large number will discharge a portion of their obligation in this respect by attending this year's annual meeting.



A Call to the Small Daily and Weekly Publishers

THE PROGRAM of the C. P. A. Annual Meeting as printed on another page provides for the hearing of a report from the Committee in charge of arrangements for the Imperial Press Conference to be held in Canada next year. As matters stand at present this report may be of considerable interest to a few large daily publishers, but it is worthy of note that it is to come before the General Association and not the Daily Section. This is as well for it will enable members of the Association representing the small daily and weekly press to know what has taken place since the holding of the Conference was sanctioned by the C. P. A. at a special meeting last November.

As stated in our last issue it is an injustice and an insult to exclude publishers of weekly papers from participating in this great Conference, and the success of the affair demands their support as well. Those responsible for the personnel of the Committee contend that at the previous Conference held in London weekly publishers had no part in it. This is not true, as we showed last month and even if it were that is no reason for following the precedent in Canada, where the weekly press is a far more important factor in the country's development than in the older lands of limited territory and congested population. The Committee have already tacitly admitted this in securing the moral support of the C. P. A. and the financial support of the country at large. They have no right to either unless the Committee and the Conference is to be representative of the press of Canada. The English publishers who arranged the London conference paid the expenses out of their own pockets, and if the same plan was followed here no one could take serious objection to participation in the Conference being confined to those who supported it financially. But that is not the case and we

are glad it is not, providing that the press of Canada is fully represented.

There is another aspect also in connection with this situation that should receive the serious consideration of the publishers of small dailies and weeklies. There is a movement on foot among the large daily interests who are concerned in retaining control of the Imperial Press Conference to secure control of Canadian Press Association also. Whether they will attempt to elect one of their number to the presidency this year in place of W. M. O'Bierne, publisher of *Stratford Beacon*, who is the man naturally in line for that office we cannot say, but it behooves every small daily and weekly publisher to be present at the Annual Meeting on July 10, when the election of officers takes place. There never was any doubt and is not to-day that the small daily and weekly press of Canada—the essentially "local" papers—are the most valuable influence and the most vital factor in the building up of this great country, notwithstanding the opinions of a few daily newspaper magnates to the contrary. But the strength of the "local" paper publishers is in their numbers and they must present a united front in the affairs of the Association if they are to be justly treated. The man in line for the presidency for 1915-1916 is W. E. Smallfield, of the *Renfrew Mercury*, and if the movement fails to oust Mr. O'Bierne this year the same interests will probably try to override the honored precedent next year—the intention being to have a large daily publisher at the head of the Association during the visit of publishers from other parts of the British Empire. It is time for the weekly and small daily publishers to speak out with no uncertain voice and it is to be hoped they will be heard from in large numbers at this year's annual meeting.

The Inconsistencies of the Postmaster-General

THERE NEED be no further speculation as to the true character of the Hon. L. P. Pelletier, and hereafter Canadian publishers will know the kind of man with whom they must deal in endeavoring to reach a satisfactory adjustment of postal rates.

When the Postal Bill was up for discussion in the House of Commons and clause (e), which contained among other things, the amendment to the Act giving the Postmaster-General the right to fix second-class postal rates, was reached, Mr. Pelletier was asked to explain the meaning of this clause. The fact that the word "newspapers" did not appear in the clause made it easy for him to avoid the subject in making his reply. Here is what he said:—

"The main object of the first change, that is, in paragraph (e), is to make it quite clear that the right of looking at newspapers, parcels, and so on, is absolutely confined to those, and that there is no right to open letters. The section, as it stands at present, as my hon. friend from Rouville (Mr. Lemieux) knows, leaves the question open as to whether or not it is right to open letters. I want to make it quite clear that that right does not exist.

"We are amending the clause, so that there is no possibility of doubt, by inserting the words 'except in the case of letters.' So we keep the right to open all other mailable matter, to carry out the purpose and intention of the Act, but making it quite clear that there is no right whatever to open letters. THERE ARE OTHER MATTERS OF DETAIL, BUT THIS IS THE MAIN OBJECT OF THE CLAUSE."—*Hansard, Vol. XLVII, No. 72, p. 3345.*

The fact that one of the "matters of detail," so-called, finally loomed so large in the estimation of Mr. Pelletier as to make its defeat the excuse for allowing the Bill to die, thereby depriving over 1,400 mail clerks of their expected salary increases is typical of the inconsistency he has displayed throughout. One can only deduce that the present Postmaster-General not only does not trust Parliament's ability and willingness to make an equitable adjustment of second-class postal rates but that he imagines it good tactics to withhold the truth from members of the House in order to gain his own ends.

The Postmaster-General said he had to increase the subsidy to railways over \$750,000 a year and therefore newspapers must pay more money; but he did not say that this was caused by the new parcels post and not by newspapers, other than the heavy editions of some Montreal, Toronto and Winnipeg dailies, which are sold outside these centers at slaughter prices. He further stated that in order to arrange for these increases, it was necessary for him to have the arbitrary power for which he asked. The fact remains that Sir William Mulock did not find this power necessary and did not ask for it. Officials of the Department informed the leader of the Senate that the P. O. officials in the United States and England had this power, but this statement was incorrect as the facts are to the contrary.

At two separate interviews with the Senate Committee the Postmaster-General has urged that the daily newspaper editor who prepared a report for the Press Association recommended higher rates for business papers; but he did not bring out the fact that the Association without a dissenting vote refused to adopt this recommendation—or that this gentleman was openly accused of presenting the well known views of the P.O. Department.

Now let us look at an instance of his treatment of Canadian Press Association, whose officers have throughout treated him with the utmost respect and courtesy. Last December when the findings of the joint meeting of Cana-

dian Press Association and Canadian Press Limited were conveyed to the Postmaster-General he gave the assurance that he would consider the proposals of the press associations very carefully and would then submit a memorandum covering the Department's views. He particularly requested that this memorandum should be promptly replied to by the two associations and this was promised by Messrs. MacKay and Donly, who conveyed the findings of the joint meeting to him. This memorandum was expected shortly and when it did not come several inquiries were made for it, on one occasion by a personal visit of Mr. Donly, president of the C. P. A. The Department answered all inquiries by saying that the introduction of Parcel Post and other matters had caused the delay. No mention was made of the proposed change in the Act. Yet when confronted with these facts by officers of Canadian Press Association in an interview with Premier Borden, Mr. Pelletier gave the explanation that he had been waiting for a supplementary report which, he said, the presidents of the C.P.A. and the C. P. L. had promised to have Mr. Nichols prepare for him. Messrs. MacKay and Donly disagreed with this understanding and emphatically stated that if such a report were promised it was by arrangement between the Postmaster-General and Mr. Nichols personally and that the press associations had nothing whatever to do with it. Upon inquiry this was confirmed by Mr. Nichols.

The Postmaster-General stated, before the Senate Committee, that at the interview which he had with Messrs. MacKay and Donly they "practically told him" that the Press Associations were favorable to placing a higher rate of postage on trade papers. This was emphatically denied by both these gentlemen.

When the Secretary of the C.P.A. first heard of the ment for a copy of it. The following reply was received, signed by the Deputy Postmaster-General:—

"With reference to your letter of the 6th instant for copy of the Postmaster General's Bill to amend the Post Office Act, which passed its third reading in the House of Commons the other day, permit me to say that NONE OF THESE WILL BE PRINTED UNTIL THE BILL HAS BEEN SIGNED BY THE GOVERNOR-GENERAL and when this has been done, I will be pleased to immediately send you a copy.

"I may say that the Postmaster General only took general power to arrange matters."

Fortunately the Secretary of the C. P. A. had wisely communicated with other parties by wire, with the result that copies of the Bill—hundreds of which had been printed—were in the office of the Association two days prior to the receipt of the above letter. The incident proves that the Deputy Postmaster-General is ignorant of the affairs of his Department or that he was working hand in hand with Mr. Pelletier in his general program of misrepresentation and deception. The latter deduction is very likely the correct one, in view of the Deputy's apparent attempt in the last paragraph to assuage the uneasiness of the Association's officers long enough to permit of slipping the Bill through the Senate without interference.

Even supposing for a moment that the principle of placing in the hands of one individual arbitrary power to fix postal rates is the Hon. L. P. Pelletier, the present Postmaster-General, a fit and proper person to exercise that power? His own words convey the most convincing negative answer. Here are two of his utterances: "I cannot afford to have all the newspapers of this country banded against me." "I do not want to have complaints; I do not want to be at war with the newspapers of this country." And again before the Senate Committee he said he could

not afford to fight the leading newspapers. On another occasion in addressing the same Committee he laid down the principle of practical politics, that it was the people with the strongest pull for whom the Government must do things. This simply means that Mr. Pelletier is so fearful of the influence upon him of the big city dailies that he would in all probability prefer to discriminate against other publications rather than place any restrictive rates or regulations upon them. He has already made this clear by stating that he would not interfere with the operations of the so-called "Dollar Dailies," and that he might find it necessary to rule that magazines and trade newspapers have no right to the same rates as those enjoyed by daily and weekly newspapers. He pretends to desire to give protection to the hundreds of "local" weeklies and dailies throughout Canada, each supplying the needs of its own legitimate field, but he refuses to put an end to the present unfair competition of the big dailies that sell outside their places of publication at prices away below the cost of the paper on which they are printed. What the "local" papers want is fair competition—not protection. They are not unwilling to compete on a fair basis with any outside publications, but when the Post Office Department permits metropolitan papers of enormous bulk to circulate at a nominal rate, in violation of the spirit, if not the letter of its own regulations, it is time to protest and protest strongly.

Not only that but these tremendously bulky dailies and their still larger weekly editions are a real factor in congesting the postal service and in causing the loss of revenue of which Mr. Pelletier complains. Here again that gentleman, forgetting himself in the tortuous maze of explanations and subterfuges, furnishes damaging evidence, as witness the following statement before the Senate Committee:—

"As a matter of fact we have this situation: fifteen days ago we took eight carloads of one paper in Montreal out to the coast—most of it stayed at Winnipeg, but we were obliged to take the balance from Winnipeg to the coast and they gave us \$84.50 as a revenue, though it cost us \$502.00. That is the condition of affairs."

Later on he obviously referred to the same instance and disclosed the fact that this loss of revenue occurred "almost every week." He said: "I will give you a case in point. For papers from Montreal to Winnipeg we pay almost every week \$485 and \$486 and we get \$85." We thank Mr. Pelletier for furnishing this information, which we believe we are correct in assuming refers to Canada's largest "Dollar Daily." It gives support to the well known contention of

PRINTER AND PUBLISHER that one of the chief factors in the solution of the postal rate problem is the reasonable interpretation and enforcement without fear or favor, of the regulation relating to a "nominal rate" now contained in the Act. And the only answer from the official at the head of the Post Office Department is that he "cannot afford to fight the leading newspapers."

After Bill 147 had been allowed to die in the House the Postmaster-General sought to "square himself" with the small army of mail clerks whose salary increase was held up by stating that "the Senate has thought fit to throw out my Post Office Bill." Why does not Mr. Pelletier tell the whole truth and say that he persistently refused to accept the Senate's amendment to what he himself called "a matter of detail?" How piously he states that "the Liberal majority defeated it and assumed the power to impose and fix rates, a power which is vested in the representatives of the people." The Senate as a whole, not the Liberal majority, suggested a maximum rate above which the Postmaster-General should not go, but did not assume any power they did not have constitutionally. At any rate Mr. Pelletier's protest is ludicrous when one remembers that he himself was asking for that very power to fix rates "which is vested in the representatives of the people." His attempt to drag party politics into the newspaper rate controversy has so far failed utterly and it is to be hoped that he will not receive encouragement in any further attempts he may make.

With reference to the latest sensation in the form of a memorandum to publishers advising them that "there is now nothing to do but enforce the law as it stands on the statute book," which calls for a quarter cent per copy where no delivery is provided and 1 cent per copy in places having delivery, if the Postmaster-General seriously intended to carry out this threat he will also have to revert to the custom of collecting from the addressee for each separate delivery, for the old law to which he refers contains that provision also.

There is one hopeful sentence in the Postmaster-General's latest announcement, however, and that is that "the whole question of the conveyance of newspapers by post will now have to receive immediate consideration." This is exactly the way the publishers have felt about it for some time and we are glad that Mr. Pelletier has at last awakened to the seriousness of the situation. It is time now for Canadian Press Association to insist that their deliverance of last November, embracing the findings of their special investigator, receive the "immediate consideration" of the Postmaster-General.



Reforming the Senate

THE DEMANDS for the abolition or reformation of the Senate which have recently come from the Commons have not met with the usual response from the Conservative newspapers.

In the defeat of the Postmaster-General's bill, by which he proposed to take power to fix rates of postage on newspapers, the publishers of Canada have had for the first time, a real experience of the practical value of the Senate in our form of government. Never again can any party line up the press in opposition to that Chamber.

The Senate was practically unanimous in opposition to the plot—for it actually was a plot on the part of the Post Office officials to take this power over the press of Canada out of the hands of Parliament. The publishers who took

the most aggressive part in opposing the Postmaster-General's bill were Conservatives, and several of the Conservative Senators who spoke expressed their opposition to the principle of the Bill. Several Cabinet Ministers did likewise, privately, and the situation grew so desperate that the Postmaster-General threatened to resign unless the Conservatives stood by him. Even then it was only by spreading the false story that the Press had broken faith with the Premier that the majority of Conservative Senators supported the bill. The most powerful private influences were brought to bear on the Liberals—and there are devious ways in which a party in power can influence individual Opposition Senators.

The Senate voted over two to one against the Post-

master-General and his ambitious scheme to hold in the hollow of his hand the newspapers and periodicals of Canada. By so doing they enabled Parliament to retain a power that was being taken away from them by trickery. The Postmaster-General frankly admits that Parliament will not now support him. Many editorials have appeared in Conservative papers lauding the Senate. One of the best was from P. D. Ross of the *Ottawa Journal*, which we publish herewith. Mr. Ross is regarded as the leader of the Conservative press in Canada. He has the full confidence and respect of the Prime Minister for he is independent, fearless and has no financial or personal favors to ask or interests to promote.

It is worth noting too that the "Dollar Dailies" have not dared to openly support the Postmaster-General though he showed his deep friendship for, and great fear of, them in his speech before the Banking Committee of the Senate.

Mr. Ross spoke editorially of the action of the Senate:—

WELL DONE, THE SENATE.

"The Senate yesterday voted to amend a Dominion Government measure which proposed to take out of the hands of Parliament,

and place in the hands of the Postmaster-General (subject to the approval of the Treasury Board) the power of changing newspaper postage rates. The Senate amendment required changes to be submitted to Parliament before going into force. This carried.

"The Senate did well. Surely a great industry, the newspaper industry is one of the greatest in the Dominion—should have its public conditions regulated only after discussion in Parliament, rather than be subject to the arbitrary will of a minister.

"The newspapers enjoy a favorable postal rate, namely a quarter of a cent a pound. Under Sir John Macdonald's administration, they paid nothing. They were carried free in the mails as a matter of education and national value in the earlier years of Confederation. The Laurier administration imposed postage. The present Postmaster-General desires to increase the Laurier rate, on the ground that the growth of the newspaper business makes the burden upon the mails heavier than it used to be. The newspapers have no objection. In fact, six months ago, after investigating the mail conditions themselves through a special commissioner, they notified the Postmaster-General of their readiness to agree to increase postage rates and they even submitted a schedule of increased rates to which the great majority were prepared to agree. But they maintain that they should continue to have the right they have enjoyed since Confederation of having the law made and controlled by Parliament."



Practicability of a Progressive Policy Proven

THAT THE pay in advance system as applied to newspaper subscriptions is right in principle and likewise very desirable from a business standpoint very few, if any, publishers will question. The objection to adopting it seems to arise through a belief adhered to by many that the plan is not a practicable one—that it is commendable in theory but impossible in practice. In view of this we are glad to have in this issue an article by a well-known small town publisher whose experience has been such as to entirely refute the idea that "the public won't stand for it." W. R. Davies, the proprietor of *Thamesville (Ont.) Herald* is the author of the article referred to. We heartily agree with him that it is better to cut off a few dead-beats once and for all than to retain their names on the list in the hope that they will reform and square up. The method followed by Mr. Davies is, in our opinion, a very excellent one. By means of his "gently, but firmly" policy, as worked out in his post card system, he succeeds in sifting out the over-due subscribers who really want the paper from those who not only do not want it but who are dishonest enough to avoid paying for it if they think they can do so. After due and solemn warning, the subscribers must finally choose which course they will follow.

We hope that in the very near future the paid advance system as applied to weekly newspapers will be the rule rather than the exception. Here are some clear cut reasons in favor of its adoption:—

It simplifies the handling of subscription accounts.

It places all subscribers on the same basis.

It makes the revenue from the circulation department a known quantity.

It is a valuable asset in securing advertising.

It encourages honesty and thriftiness throughout the community.

It dignifies the paper in the eyes of readers and advertisers.

It gives protection against dead-beats, whereas under the charge system the publisher has no protection. First, because a newspaper subscription is not a commodity that can be seized for debt, nor does it admit of any security whatever. Second, the individual amounts are generally small and even if sued for it would frequently be difficult to prove the indebtedness—in any case such an action would injure the paper's reputation.

IT HAS BEEN DONE—THEREFORE IT CAN BE DONE.



The Postal Rate Situation

THE OFFICIALS of the Canadian Press Association who so successfully fought the Postmaster-General's attempt to take to himself arbitrary power to fix postal rates—a power that has been in the hands of Parliament since Confederation—are deserving of the warmest praise from every member of the Association and the press of Canada generally. As soon as the situation was known—and it would have been known much sooner had not the P. O. officials concealed it—the Secretary lost no time in laying the matter before the Chairman of the Postal Committee, the President of the Association, and members of the Executive Committee. From that time until the Bill

died in the House on June 12 the Association's representatives were constantly at Ottawa and kept up a clean, tactful and persistent fight against the objectionable demands of the Postmaster-General. That they did so successfully speaks highly for the men at the head of the organization and for the strength and vitality of the organization itself. The members of the C. P. A. should be grateful too for the prompt and efficient bulletin service which kept them fully informed as to what was going on at Ottawa. Just here we would suggest that as the matter is one which should be given the fullest possible publicity it would have been in the interests of the cause if that stereotyped line which ap-

appears at the foot of C. P. A. Bulletins—"Confidential—for use of members only"—had been conspicuous by its absence. Familiarity breeds contempt and the injunction referred to would be far more effective if used in cases of real necessity rather than on all bulletins as a matter of course.

The postal rate situation is not yet settled—in fact, the fight has only begun. It would be a splendid thing and much to be desired if the publishers of Canada and the Postmaster-General could reach an amicable settlement of whatever differences they may have but the experiences of the past month have been sufficient, we believe, to satisfy the newspaper interests that this cannot be. Therefore let the forces of the newspaper publishers prepare for another battle and to do this every member should be present at the Annual Meeting in Toronto, July 9 and 10. Let every publisher consider the P. O. Department's memorandum to publishers conveying the threat of a one-cent-per-copy rate as a requisition for his attendance at Toronto on the dates mentioned.

It is questionable if the C. P. A. acted wisely in preparing a detailed report on second-class postal rates without first having any tangible proof from the Department in

support of its claim for an increase in rates. But that has been done and cannot be retracted. Now that the press has succeeded in establishing the point that postal rates shall continue to be fixed by Parliament as heretofore the best course of action would seem to be for the C. P. A. to insist that the Postmaster-General present any claims he has for an increase in rates to that body and the Association can then indicate their acquiescence or present their views in opposition. After all, postal rates on newspapers, like postal rates on letters, are paid by the public at large and it therefore becomes a matter for the representatives of the people to decide what is fair and equitable to all parties. It is all very well for the publishers to conduct negotiations with the Postmaster-General but in view of the experience of the past it would seem advisable to let the whole matter rest with Parliament. The past performances of Mr. Pelletier strengthen our belief that he will have difficulty in establishing his claims before that body and when the existing abuses have been eradicated and the whole department house-cleaned it is quite possible that no increase whatever will be necessary in order to make revenue cover expenditure.



Standardizing Circulation Records

ONE OF THE most important propositions to come before this year's annual meeting of Canadian Press Association is that of adopting a standard circulation record and statement form. Closely connected with this proposal is that of publishing an official national newspaper directory. PRINTER AND PUBLISHER is confident that these proposals will meet with the hearty approval of all classes of publishers. There may be some difference of views as to the nature of the forms to be used and the method of procedure in compiling the directory, but it is a foregone conclusion that the association will be overwhelmingly in favor of the principle involved. This belief is borne out by the response to the enquiry conducted by this paper on the general subject of "Circulation in its Relation to Advertising." The opinions of a large number of representative newspapermen were obtained and embodied in a series of articles published in the first three issues of this year, and these views were summed up in the March number in the following words: "There are many points raised which are worthy of careful consideration by the C.P.A., and if possible these should be discussed at this year's annual convention. Chief among these questions are: 1. Verifying circulation statements. 2. Publication of an official directory. 3. Adoption of a standard circulation blank."

The verification of circulation statements must, of course, be given attention before either of the other suggestions can be fully realized. The making of all statements on a uniform basis will, however, be the means of preventing much of the misrepresentation, both intentional and unintentional, that has made many advertisers skeptical of all circulation claims unless absolute proof were furnished. In other words, the use of a uniform statement will help to prevent the juggling of figures and the presentation of them in such a way as to give a wrong impression. What advertisers are demanding to know to-day is the *bona fide*, paid circulation and in addition certain other information regarding quality and distribution. Just how much information the newspapers will give rests with them and in discussing this point the amount of work involved and the relative importance of each detail should be fully con-

sidered. No doubt the Executive Committee will consult the wishes of prominent advertisers and agencies in making recommendations along this line.

These things appear to be essential to the success of both the directory idea and the standard blanks: 1. The information given should be definite and clear cut. 2. It should be absolutely honest and steps should be taken to ensure this being the case. 3. Both directory and forms should be broad enough in scope to meet the requirements of the largest daily and at the same time suitable for use by the smallest weekly. 4. The information given should be limited and no paper should furnish other details than those agreed upon, unless with the consent of the association and, in some cases, at the expense of the advertiser.

There is no doubt but that an official directory and a uniform system of furnishing circulation statements are much needed and would be warmly welcomed by publishers, advertisers and agencies and both proposals have our hearty support.



A Dangerous Cleanser

THE very prevalent practice in printing offices of washing formes with lye is a dangerous one, and should be resorted to only in exceptional cases, and even then great care should be taken. As an evidence of the extremely serious consequence that may result if the lye mixture splashes in the eyes when washing a forme, we cite the case of a young man who, during the past month, had such an accident, and will probably lose the sight of his left eye. Considering that benzine or gasoline, applied with a good brush and plenty of "elbow grease," will cleanse the dirt and ink fairly well, it would seem a much wiser plan to minimize this very real danger to employees and reserve the lye solution for exceptional cases only. Make "Safety First" the motto of your workrooms and instruct your employees accordingly. A printed warning conspicuously posted would be a good plan for many printing firms to adopt.

Pacific Coast Printers Meet at Victoria, B.C.

Feature of Congress was Large Number of Excellent Addresses on Practical Subjects—Organization Perfected

VICTORIA, B.C., June 18. Members of the printing craft from the Pacific Coast territory as far south as Los Angeles and including representatives from many points in this province gathered for the Coast Congress of Pacific Coast employing printers, which for three days heard practical demonstrations of the cost system and educative papers on all phases of the industry. The congress resulted in the organization being put on a more solid footing and in the future it will be affiliated with the United Typothetae and Franklin Clubs of America.

The constitution adopted by the congress provides that the organization shall be known as the Pacific Coast Employing Printers' Association. The education of the printers of the Coast as to the advantage of using proper business methods in their management, especial reference being made to the cost finding and accounting systems, is one of the objects set out. The members of the craft also are urged to co-operate and to eliminate the evils of ignorant and ruinous competition; to spread a wider knowledge of the elements of cost and what constitutes a proper return for services rendered, to the end that competition may be reasonable, honorable and just; to encourage a high standard of proficiency and efficiency; to maintain among members just and equitable business methods, and to distribute at intervals during the year literature pertaining to costs.

President Anderson recommended that the membership fee be \$5.00 and that the funds be used for the employment of a good organization man to give his entire time to an educational campaign among the printers of the Pacific coast to promote general co-operation in the printing business.

EMPHASIZED ORGANIZATION.

G. M. Courts, president of the United Typothetae of America, found it impossible to be present. H. W. Flagg, of Chicago, Secretary of the organization, delivered the address for the United Typothetae and Ben Franklin Clubs of America.

The point which he emphasized was organization, and its importance. He enumerated a number of innovations for which the central body, with the assistance of its many auxiliaries, was striving. Among these were the education of the printers in the cost of production, the value of co-operation, the advantage of friendly relations between competitors, the promotion of trade schools, the employment of trade experts, the establishment of credit bureaus, the standardization of plants, the maintenance of satisfactory relations between the trade and the supply houses, and the education of the printers on scientific management.

Instances were given of large printing firms of different American cities which had made profits of 20 per cent, on \$500,000 capital investment. The secret of such success invariably was found to be united action. Did the Standard Oil Company believe in organization? It was scarcely necessary to answer the question.

THE COST SYSTEM.

After the adoption of a constitution and by-laws, Max Matuskiewicz, Secretary of the Printers' Board of Trade of Los Angeles, was introduced. He immediately launched into an exhaustive demonstration of "The Cost System." Using a blackboard for the purpose of illustration, he started figuring on the basis of a plant representing the comparatively small investment of \$2,200. From this beginning he showed the average cost of production for an average 26-day month, or 208 hours. Five columns were used, between which he apportioned the expenses of office, composition, presswork, stock-cutting and miscellaneous.

STANDARDIZE SUPPLIES.

Two papers were read by Mr. Nicholson, of Vancouver, one on his own behalf and the other for J. C. Nicholson, his father. He advised that "cleanliness and efficiency" should be the watchword in the management of the stock room, and he believed that it was good business to avoid the carrying of an extensive and miscellaneous lot of stock. The better system, he thought, would be to standardize the stock, and, if patrons insisted on a certain class of paper, to place a special order with the supply house.

PRINTER AND SUPPLY MAN.

Referring to "The Printer and the Supply Man," Mr. Nicholson stated that there were two sides to the question, one of a far from gratifying character and the other more satisfactory. Dealing with the former, he pointed out that the practice of some of the supply houses in selling outside the trade at the same rates as to the printers was decidedly detrimental to the latter. He also criticised such establishments for accepting the business of the shops which cut prices. His contention was that, if trade of that description was refused, the class whose operations made it difficult for the legitimate shops to obtain a reasonable profit on work, would not

continue for long, and the outcome would be more satisfactory both to the men and to the employing printer. He was of the opinion that the time was coming when the wholesalers would retail only to the trade, because there was every indication that the conviction was growing that the policy not only would be fairer and more equitable, but would give more satisfactory results to all concerned.

THE COMPOSING ROOM.

"The Composing Room and My Fellow Printer" was the theme dealt with by F. W. Kennedy, of Seattle. The keynote of his address was "efficiency." The spirit of humanity, he declared, should be displayed between employer and employee. He dwelt on the difference between investment and expenditure. The man who did not realize this, but looked upon anything spent in the obtaining of the latest labor-saving devices as expenditure, did not have the correct view. His policy was to introduce everything that would tend to minimize the labor of his staff.

He adjured the manager of a job printing plant to take as much time in outlining to his foreman what a customer wanted in a job as the customer had taken in explaining it to him. His experience was that most mistakes were caused by the foolishness of the manager in expecting his foreman to grasp in ten minutes what a customer had taken an hour to make clear to him. "Above all," he concluded, "never give your instructions to a foreman verbally."

EQUIPPING LINOTYPE ROOM.

"The Linotype Room" was the subject taken by A. W. Archer, of Seattle. A few years ago a linotype room was considered complete if it contained half a dozen faces of type, but to-day it had to be equipped with twenty or thirty different faces in order to meet the increasing demand. This was the most expensive department of the printing business, both in installation of plant and in operating cost. The wages paid the men were the highest, the hours worked the shortest, so that everything possible should be done to facilitate the work. The room, he said, should be thoroughly equipped with everything that would save the time of the operator. The machines should be kept in the best possible order. The copy also should be good. He declared that this was most important, and that printers should educate their customers to furnish good, reliable copy. If an operator were asked how much he could set, nine times out of ten, he would reply "it depends on the copy." He concluded by dealing in detail with the linotype and the wisdom of being absolutely sure that there was work enough for such a machine before installing it.

THE BINDERY PROBLEM.

Dealing with "The Bindery End of the Print Shop," Al. Howe, of Tacoma, declared that it was a common but very curious contrivance usually found adjacent to one or more print shops. As a rule, the printing offices and the binderies disliked each other thoroughly, and it usually was thought that the reason for this dislike was because the bindery invariably had the last whack at a job and had a habit of discovering something that the printer had done wrong. He dealt with the cost of the department as shown by the cost system. His experience was that the bindery was exceedingly hard to estimate. He suggested that printers should be more careful than the majority were in figuring the charge for binding.

IMPORTANCE OF COLLECTIONS.

Hays Rice, of Los Angeles, Cal., spoke on "Credits, Collections and Insurance." He declared that the importance of the subject would be best understood by the statement that for every \$100 lost by bad accounts the printer, if making a normal profit of 20 per cent., was losing the profits on \$500 worth of business. In other words, when a loss of \$100 was incurred, \$500 more business had to be done to restore the assets of the business. Bad debts had to come out of profits. It was natural that credits and collections should be associated, credit being of the greater importance, because with good credits easy collection followed, while bad credits made losses. On every matter it was essential that there should be an understanding between buyer and seller as to terms.

NO NEED FOR SOLICITOR.

"The Printing Solicitor—Is He Necessary?" was the subject of a short paper by W. H. P. Sweeney, of Victoria. He took the position that not only is the solicitor unnecessary, but that he is a detriment. The printing industry, which soon was to be the fifth in importance in the commercial world, was beset by many pitfalls, but its bane was the adjunct in question. He was an obstacle in the way of establishing the business on a higher standard. There was no more reason why a solicitor should be employed by the printer than that such an employee should be used by the banks, the absurdity of which suggestion would appeal immediately to those present. His experience while soliciting in San Francisco

was enough to convince him of the fallacy of the policy. Mr. Howe had a sign in his Tacoma office which, he believed, was pertinent. It was, "We do not care to 'bid' on printing, but will gladly furnish an estimate."

SMALL PLANT COSTS.

A paper on "The Advantages of the Cost System in a Small Plant" was read by G. A. Beattie, of Nanaimo. He said that, in his experience, the method was invaluable. Its use made the printer an optimist instead of a pessimist. Those who pretended to have secret means of reducing cost, thus putting them in the position of turning out cheaper work than the other fellow, were on the wrong track. He concluded with an exhaustive outline of the operation of the system in Nanaimo, and could not recommend its adoption too strongly by all those who had not yet introduced it.

MAINTAINING THE SYSTEM.

Fletcher Ford, of Los Angeles, Cal., dealt with "The Benefits of Maintaining the Cost System." He touched on the possibilities of saving money in the operation of a plant by giving apparently minor details careful attention. As an illustration he said that it was found in one office that the quantity of wiping rags used was excessive. The matter was corrected, and, as a result, in this one item, a saving was effected each month equal to the profit on a fifty-dollar order. He proceeded to deal with a number of technical economies which might be practised with good results. One of the satisfactions of the cost system was the ability to make a comparison of repeat orders. It was possible to refer to a previous cost sheet on a particular job and obtain its complete history. It was a pleasure to be able to look a customer in the eye and to assure him that he was being charged only cost plus a legitimate profit.

DEPARTMENT CO-OPERATION.

William Howard, of Everett, Wash., was heard on the subject "Organization and Co-operation." He pictured the essential characteristics of the successful manager. With the proper man at the head of affairs the greatest problem was solved. Then it was necessary that the different departments, manufacturing, selling, and financial, purchasing and accounting should co-operate. After dealing with each of these separately, Mr. Howard emphasized the wisdom of bringing the heads of the departments together at least once a week to discuss matters, and stimulating interest among employees by asking them for suggestions, and rewarding those who furnished the best ideas.

Officers for the new term were nominated and unanimously elected as follows: President, Fletcher Ford, Los Angeles; vice-president, H. W. Moulton, Seattle; secretary-treasurer, A. M. Dunn, Los Angeles; executive committee, Chester A. Whitmore, Portland; J. Anderson, Sacramento; and J. M. Diggon, Victoria.

Best wishes were read from Mr. W. Richardson, state printer of California, as well as from the PRINTER AND PUBLISHER, Toronto.

Short addresses were given by Mr. Smith, of Victoria; Mr. Cohey, of Vancouver; Mr. Allen, Seattle, and representatives of Calgary, Los Angeles, New Westminster, Chilliwack, Pasadena, Berkeley, Sacramento, Colville, Wash., and Vernon, B.C.



City Subscriptions at 10 Cents a Week

The announcement that several western dailies had placed their entire city circulation on a 10 cent a week basis aroused considerable interest among other publishers both in Western and Eastern Canada, and PRINTER AND PUBLISHER is pleased to publish the following statement by C. A. Abraham, president and business manager of *Winnipeg Telegram*. It is interesting to note the importance attached to this innovation by Canadian Press Association, it being the subject of an address and discussion at the Friday session of the Daily Section. Mr. Abraham says:

"On May 1st the new system was introduced, charging the subscriber 10c. a week for the morning or evening edition, payable weekly. The old rate was 25c. a month, morning or evening, collections made by our own collectors. The *Telegram* and *Free Press* made the change on the same date. The *Free Press* collected the first weekly sum in advance, the carrier boys bringing in after their first rounds about \$2,700. The *Telegram* collected at the expiration

of the week, and with a well-organized carrier service collected 94 per cent. from subscribers. This was considered an excellent showing.

"The *Telegram* had a field day for the carrier boys on Saturday, June 13. The most significant part of the programme was the payment of \$3.00 cash to each boy making the best showing in his district, and a number of the boys got in the 100 per cent. class. That meant that they collected 10c. or more from every subscriber on their route, and the delivery was perfect. We regard this as a splendid showing and are greatly encouraged with results, although the new system has been in operation only a month and a half.

"125 boys are now buying the papers outright, paying 5c. a week for six issues. On this basis a boy with 100 papers on his route makes \$5.00 a week, or about \$22.50 a month. Quite a number of boys handle a morning and evening route, in which case their earnings are double this sum.

"The success of our new plan depends a great deal on the carrier, and our experience so far has been that he must be a lad 15 years of age or upwards to attain the maximum of efficiency."



Does the Proposed Advertising Standard Go Far Enough?

Moncton, N.B., June 2, 1914.

Editor PRINTER AND PUBLISHER:

I have read and re-read the proposed standard for the guidance of publishers in connection with objectionable advertising, especially the suggestions pertaining to Section B, which relates to advertising not prohibited under the Criminal Code, and I have utterly failed to find advertisements of the sale of intoxicating liquors included in this list. I think no modern departure in newspaper advertising is so inimical to the public interests and especially to home life as the recently adopted practice of issuing large advertisements, illustrated and otherwise, proclaiming the alleged virtues of intoxicating drinks. The whole tendency of the Christian Church to-day, the tendency of modern scientific teaching, the tendency of legislation, is hostile to the traffic of intoxicating drinks, and yet the advertising committee of the Canadian Press Association does not think this great and gigantic curse, which now flaunts its specious enticements in advertising form in the columns of our daily and weekly newspapers and journals, is worthy of its consideration. It gets after the little sinner but shirks the conflict with the bigger one.

One of the worst features of the advertising of intoxicating drinks in newspapers and weekly journals, which go into the homes, is that some of these newspapers and journals, are national in their circulation, and they go into Scott Act or local option communities, actually so worded as to suggest how the Scott Act or the local prohibition of the sale of intoxicating liquor in the community can be overriden. This is becoming an evil so gigantic in the Scott Act or local option communities that sooner or later the newspapers, which insist upon abusing the circulation and influence they possess, will be boycotted.

JOHN T. HAWKE,

Publisher Moncton (N.B.) *Transcript*.

The proposed standard referred to by Mr. Hawke was published in full in the last issue of PRINTER AND PUBLISHER, page 62. It will be submitted for approval to the annual meeting of Canadian Press Association, July 9 and 10.

Tracer System Reduces Cost and Worry*

Regina Leader Has Valuable System—Entails Minimum of Labor and Gives Maximum Results—Office in Close Touch with all Departments

By A. H. Barker

Manager The Herald Western, Limited, Calgary

THERE ARE many tracer systems, so-called, in use, and they differ greatly in their method of operation and in the degree of efficiency with which they perform the duties for which they have been designed. The weak point in the majority of such systems is that they do not go far enough. To be a real success the system must trace the work from the time the order is made out until its delivery—and not more than four or five hours should elapse between the entries in the plant and those in the office.

A TYPICAL PICTURE OF CONFUSION.

When you go into a printing office and see people rushing this way and that as if the welfare of the Empire depended upon their quick movements you will often hear the expression "These people must do a great business." But it is not always so—usually it is because of the lack of system—lack of a method whereby much of the rushing about would be totally unnecessary. I will illustrate what I mean in this way. A customer comes into a printing office to inquire how his work is getting on, when delivery will be made, etc. If there is no telephonic communication with each department the rushing commences. First a messenger is sent to the composing room; the foreman leisurely looks through his dockets and finds the order has gone to the pressroom; Mr. Messenger rushes to the pressroom and is possibly informed after some little delay, that the docket is in the stock room; away he goes to the stock room only to find the time-worn excuse, "Waiting for stock." You all know this is not an exaggerated instance, it is a daily occurrence in some offices. And so perhaps after ten or fifteen minutes wasted time the clerk or perhaps the proprietor or manager in the office has to admit to his customer that he does not quite know when the order will be delivered. He makes all kinds of excuses, none of which satisfy the customer, even if by chance he believes them at all and so he goes away grumbling.

"MORE SPEED, LESS HASTE."

Now take let us take a glance at the other side of the picture. The customer comes into the office and makes the same inquiry, and there the similarity ends. The manager rings for the clerk in charge of the tracer system and asks for a report on say order No. 2000. In an

instant he has it. Order came in on the 15th, proof sent on the 20th, returned on the 21st, sent to press on the 23rd. The record ends there and it is evident the job is not yet past the pressroom. Now all the manager has to do is to phone the pressroom and ascertain if the work is on the press, if not, when it will be—for by means of duplicate order sheets made out at the time the order was received and sent to each department, there will be no waiting for stock and so he is able to tell the customer without any one having moved more than a few steps that his work is on the press, or if not, what time it is going on and when delivery can be expected. This is



A. H. BARKER

**Editor's Note.*—This article is a portion of an address delivered by Mr. Barker at Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914. Mr. Barker's subject on that occasion was "Reducing Cost by Proper Planning" and the use of an efficient tracer system was one of several valuable suggestions which he made and explained in detail by means of charts. The tracer system is one of the practical means of applying the highly valuable address on "Management by Efficiency" given by Edward B. Passano at the recent Cost Congress and published in the May issue of *Printer and Publisher*. There seems no reason why Mr. Barker's tracer system should not work satisfactorily in any plant where conditions are similar, and this is the opinion of U. T. A. officials to whom Mr. Barker submitted it. In fact, they did not hesitate to say that it was the best they had ever seen. The most important lesson, however, to be gained from Mr. Barker's success is, that every man should make a careful study of conditions in his own plant with a view to adapting the experience of others and combining it with the knowledge of his own peculiar conditions and thus "work out his own salvation." Mr. Barker has recently severed his connection with Regina Leader and is now manager of the Herald Western Limited, Calgary.

bound to have a good effect on the customer—he feels that his order is not lost sight of—that your promise can be relied upon—because your business methods have conveyed to him a feeling of confidence, where apologies and excuses would have had an opposite effect.

SYSTEM TAKES LITTLE TIME IN "LEADER" PLANT.

It is, however, useless talking about the merits of a tracer system without going into the matter in detail, and I will endeavor to explain as briefly as possible the system now being successfully operated in our plant, where there are from 500 to 700 jobs in course of production at all times. In all, fifteen forms are required to carry the necessary information and although at first thought such extensive "machinery" may seem somewhat burdensome, yet I can assure you we have not found it so. In fact, no additional help has been found necessary in the office or in any of the departments of the plant, and this fact should set at ease any fear that the system is complicated and expensive to operate. Indeed, it is an economizer of time and a reducer of worry.

COMPOSING ROOM REPORT

12 NOON DATE MAR 20 1914

THIS SHEET TO BE SENT TO COST CLERK AT THE FOLLOWING HOURS VIZ: 12 NOON AND 3:30 P.M. EACH DAY

FIRST PROOF		REVISED PROOF		EXCISED FROM STOCK		SENT TO PRESS		ON PRESS		SENT TO BINDERY		SENT TO SHIPPING		REMARKS	
DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME		
2000															

BINDERY DEPT. REPORT

12 NOON DATE MAR 25 1914

THIS SHEET TO BE SENT TO COST CLERK AT THE FOLLOWING HOURS VIZ: 12 NOON AND 3:30 P.M. EACH DAY

FIRST PROOF		REVISED PROOF		EXCISED FROM STOCK		SENT TO PRESS		ON PRESS		SENT TO BINDERY		SENT TO SHIPPING		REMARKS	
DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME	DATE	TIME		
2000															

SHIPPING DEPT. REPORT

12 NOON DATE MAR 28 1914

THIS SHEET TO BE SENT TO COST CLERK AT THE FOLLOWING HOURS VIZ: 12 NOON AND 3:30 P.M. EACH DAY

RELIEVED BY	DELIVERED BY	TIME	RECEIPT NO.	DELIVERED AT
2000	2000	10 AM	501	Jones

STOCK DEPT. REPORT

12 NOON DATE MAR 22 1914

THIS SHEET TO BE SENT TO COST CLERK AT THE FOLLOWING HOURS VIZ: 12 NOON AND 3:30 P.M. EACH DAY

RELIEVED BY	DELIVERED BY	TIME	RECEIPT NO.	DELIVERED AT
2000				

COMPOSING ROOM REPORT ORDERS PROMISED

DATE MAR 28 1914

THIS REPORT TO BE DELIVERED TO FOREMAN EACH EVENING AT 6 P.M.

ORDER NO.	REQ. NO.	DESCRIPTION	DEPARTMENTS	WILL DELIVER

7 Board of Trade

WANTED March 28/14 2000 DATE Mar 15 REQ. NO. 259 SALESMAN T

ADDRESS Regina
DESCRIPTION 5 H - 16 pp + Cover Booklet

COMPOSING ROOM REPORT		BINDERY REPORT		SHIPPING DEPT. REPORT	
DATE	TIME	DATE	TIME	DATE	TIME
MAR 20 1914		MAR 21 1914		MAR 23 1914	
MAR 25 1914		MAR 26 1914		MAR 28 1914	

8 Board of Trade

WANTED March 28/14 2000 DATE Mar 15 REQ. NO. 259 SALESMAN T

ADDRESS Regina
DESCRIPTION 5 H - 16 pp + Cover Booklet

COMPOSING ROOM REPORT		BINDERY REPORT		SHIPPING DEPT. REPORT	
DATE	TIME	DATE	TIME	DATE	TIME
MAR 20 1914		MAR 21 1914		MAR 23 1914	
MAR 25 1914		MAR 26 1914		MAR 28 1914	

5 Board of Trade

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6 Board of Trade

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COMPOSING ROOM REPORT		BINDERY REPORT		SHIPPING DEPT. REPORT	
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9 Board of Trade

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COMPOSING ROOM REPORT		BINDERY REPORT		SHIPPING DEPT. REPORT	
DATE	TIME	DATE	TIME	DATE	TIME
MAR 20 1914		MAR 21 1914		MAR 23 1914	
MAR 25 1914		MAR 26 1914		MAR 28 1914	

1—Daily schedule of work promised. (Forms 2 and 3 are similar and are sent to the bindery and shipping room foremen respectively.) 5—Date index from which forms 1, 2 and 3 are made up each day. 6—Progressive report on each individual job, brought up to date every four hours. 7 and 8—Shop forms for keeping track of work in hand. 9—Individual job summary of costs. 10, 11, 12 and 13—From these report forms the individual job record is made up.

A DAILY SCHEDULE OF WORK PROMISED.

Forms 1, 2 and 3 are daily schedules of all work promised. The heading of form 1, which goes to the composing room, is illustrated herewith. The actual size of the sheets is $8\frac{1}{2} \times 14$ inches, but the depth would, of course, be governed by the average number of entries. The information is exactly the same on all three forms, and carbon is used so as to save writing. They are sent to the heads of departments at 5.15 each day, and contain a list of every job, whether large or small, which has been promised and should leave the building the following day. No. 1 is sent to the foreman of the composing room, who is responsible for the work until it is sent to the bindery. No. 2 is sent to the foreman of the bindery, who has also charge of the ruling department, and is responsible for the work until it reaches the shipping room. No. 3, the shipping room report, places the shipper in a position to know what deliveries he has to make on the following day and enables him to make all necessary arrangements and see that the work is delivered to his department in time to catch the deliveries.

When it is found impossible to deliver an order on time, the foreman of the department responsible must notify the office giving reason for delay. The office is then in a position to interview the customer; and, if necessary, ask for an extension of time; this is a better way than letting the question slide in the hope that "a day or two won't matter." It is the latter way which usually ends in unpleasantness with the customer, and, possibly loss of further business. If, on the other hand, he sees you are really sincere in your desire to give him "service," that rather than hurry the work through and give him an inferior job you are out to give him the very best, the delay is generally accepted without question.

LABOR-SAVING METHODS.

Nos. 4, 5, 6, 7, 8 and 9, although their respective places in the tracer system are not all closely connected, are so printed that with the use of carbon paper, the specifications of the order can be entered on all of them with only one writing. It is interesting to note also that with the exception of form 9 and a few words on form 8, this constitutes all the writing necessary on any of these six forms, the records on forms 6, 7 and 8 being entered from day to day by means of a rubber dating stamp.

Forms 4 and 5 are index sheets, size $8\frac{1}{2} \times 5\frac{1}{2}$, printed on ordinary bond paper of different colors. Form 4 is an alphabetical index and is useful for quick reference to find job numbers or get track of jobs under way for any individual customer. Form 5 is a date index, all the sheets representing work promised on a certain date being placed together in the file. From this record is made out conveniently and quickly from day to day the schedule of work promised.

No. 6 is a complete report of the different departments on each individual job, and is used in the office, being filed in numerical order. It is compiled from Nos. 10, 11, 12 and 13. It gives the office a report on the standing of the work in hand every four hours, and it is from these reports the manager and clerks obtain all their information. If it is a big job a small slip called "Progress Report" is used, the details of which would be contained in this jacket.

Nos. 7 and 8 are "shop forms," being used by the bindery and composing room foreman, respectively, and are of great assistance to them in keeping track of work going through the various operations in each department. Form 8 is also used as a shipping record, each month's sheets being filed separately for this purpose. The foreman or his assistant makes the entries on each of these forms and they are not sent out of the department.

SPECIALLY DESIGNED INDIVIDUAL JOB COST SUMMARY.

Form 9 is an individual job summary of costs. Individual job tickets are distributed among the different jackets and from these the record is compiled. This form is printed to suit the particular requirements of our office, space being provided for all material items and for the mechanical operations in the different departments, having regard for the nature of the equipment in use. Another good feature of this record that facilitates the entering and reduces errors are the numbers referring to the different operations. The cost clerk knows that the time-sheet numbers referring to the same operations should correspond and it is practically impossible to enter time under the wrong heading.

REPORTS SENT TO OFFICE TWICE A DAY.

Nos. 10, 11, 12 and 13 are the report forms in use in the different departments and are sent to the office at 12 noon and 5.30 each day.

No. 10 is a shipping room report, giving full details of the order from the time it reaches until it leaves the department.

No. 11 gives full particulars of the stock department enabling the office to see at a glance when any orders are held up for stock or if any delay has occurred in forwarding the stock to proper departments.

The method of making out these forms is very simple and entails the minimum amount of labor. For instance, on the composing room report, the foreman or his assistant merely fills in the numbers as the jobs are handled during each half-day, columns being provided for every necessity. Thus when the report for the half-day is complete it contains a list of the job numbers of "first proofs sent," another list of "first proofs returned," and so on. The composing room has supervision over the pressrooms, and the report provides for entries covering work in that department also. The space provided for entering jobs "held for stock" puts an additional check on this important item, and is invaluable as a reminder to the office to remedy the trouble and prevent as far as possible similar occurrences in the future.

A duplicate is taken of each of these report forms and this is kept on file in the respective departments interested. From the reports sent to the office the record of progress is compiled, and thus the desired information is obtainable for the answering of inquiries. Only about ten or fifteen minutes each noon and night is required to distribute the various dates.



A Unique Statement of City Circulation

"WE ARE taking a newspaper census of the City of Calgary and would like to know what local daily papers you take." In some such words did canvassers employed by Calgary *Herald* approach the householders of Calgary, one by one, until the entire city had been thoroughly covered. Thus the *Herald* obtained a first-hand knowledge of the number of homes in Calgary taking that paper exclusively, also the number taking the *News-Telegram* exclusively, or the *Albertan* exclusively. Lists were obtained also of those taking all three papers, and of each of the three possible combinations of two of them. About 10 per cent. of the more than 12,000 homes visited took no paper and a record was kept of these also.

This was all part of a big plan. The *Herald* realized that it would be injudicious to ask prospective advertisers to accept its statement absolutely unless it was proven by some disinterested party. Also the enormity of the

authoritative and thus their labors might be expected to bear fruit. How they managed it is an interesting story.

First of all a meeting of retail merchants was called and the proposition discussed. The *Herald* pointed out to this meeting the desirability of both merchants and newspaper knowing absolutely the relative advertising values, as well as the total circulations of the three Calgary papers. They remarked also that at present no one possessed this information, and it could be obtained only by canvassing from house to house the entire city. The *Herald* offered to bear the expense of this work if the merchants would appoint a committee to supervise the census and check it for accuracy in any manner they saw fit. The merchants co-operated, the committee was appointed and the census began. The committee, consisting of representatives of prominent stores, engaged the services of F. Forbes-Wilson, an advertising agent, to check carefully the figures submitted by the *Herald's* enumerators. Throughout the whole city 35 per cent. of the houses were called upon by Mr. Wilson's representative, and very few errors were found, showing that the *Herald's* canvassers had performed their duty faithfully. Thus Mr. Wilson was enabled to make a sworn statement giving figures for each of the papers and for the combinations mentioned. This statement was, of course, officially accepted by the merchants as correct.

In addition to the detailed statement of circulation referred to the *Herald* was enabled to compile a statement of still greater interest and value to the merchants. This was a table of "Advertising Values," showing by percentages the relative advertising value of each paper's circulation to that of each of the other papers.

Now that Calgary *Herald* has carried out this plan successfully, it is likely that other papers will take advantage of their experience and take a similar census. In a number of Eastern Canadian cities it would seem desirable for the local papers to co-operate and include in their census a record of a number of outside papers claiming circulation in their city.

Simple Method of Converting Inches Into Lines

CREDIT is due G. L. Spry, manager of the Business Placing Department of McConnell & Ferguson, advertising agents, London, Ont., for devising a simple method of converting any number of inches into agate lines, without the use of a line gauge or the multiplication table. Mr. Spry has prepared a small card, which is reproduced herewith,

Converting Inches into Lines

INCHES	10"	20"	30"	40"	50"	60"	70"	80"	90"	100"
1"	14	28	42	56	70	84	98	112	126	140
2"	28	56	84	112	140	168	196	224	252	280
3"	42	84	126	168	210	252	294	336	378	420
4"	56	112	168	224	280	336	392	448	504	560
5"	70	140	210	280	350	420	490	560	630	700
6"	84	168	252	336	420	504	588	672	756	840
7"	98	196	294	392	490	588	686	784	882	980
8"	112	224	336	448	560	672	784	896	1008	1120
9"	126	252	378	504	630	756	882	1008	1134	1260

To ascertain the number of agate lines in any number of inches:

Example 866 in.—Under 80 in. we have 1120. Add one decimal for 800 in. 11,200 plus 924 under 60 in. and opposite 6 in. (for 66 in.) 12,124 lines.

Prepared by G. L. Spry, London, Ont.

A useful card for advertising men.

and forms the key to the method. If one wishes to know the number of agate lines in 13 inches, for instance, it is only necessary to follow the first column, headed "10 inches" down to the figures opposite "3 inches" in the side column, the correct result being 182 lines. This may be done in exactly the same manner in the case of any number of inches up to 109 inches. Over that number the method is equally simple, as will be seen by the example printed on the bottom of the card.



PROMPTNESS in sending in your application for membership in the Canadian Manufacturers' Association will greatly help the committee in charge.

P. C. F.
I. F.

NEW WESTMINSTER, B. C.,

No 3006

March 31st 1914

Mr. John Jones
Calverdale

DR. TO The National Printing and Publishing Co., Limited,
FOR ADVERTISING IN

The News
NEW WESTMINSTER

TERMS—Accounts rendered first of each month. Subject to Sight Draft if not paid by 10th of month in which account is rendered.

To 25 in New Westminster News 6 times on dates
marked March \$ 1.50

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18.
19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31.

Classified

Eggs for Sale

All Cheques, Drafts and Money Orders in payment of Advertising Accounts must be made payable at par in New Westminster.

TRANSIENT ADVERTISING ORDER

No 3006

Date March 9th 1914

For John Jones

Address Calverdale Ordered by J. J. Rec'd by A. S.

Description For Sale

Space—Inches — Lines — Words 25

Insert 6 Times. Dates March 11 to 16

Position Classified

An order must accompany copy of every transient advertisement. Write or attach copy of "Ad" in space below.

This combined checking sheet, invoice and order form for handling transient advertising has proven most satisfactory during the year it has been in use by New Westminster "News."

The sheets are made in duplicate, numbered alike. The original order is sent with the copy to the composing room, and the original of the invoice and checking sheet is mailed to the customer at the end of the month, or, in case of cash, advertising is receipted and handed to the customer when payment is made. Checking is done every day, a carbon sheet being used between original and duplicate. Posting is done direct from the duplicate leaves. It is found better to have the sheets bound in books rather than in loose leaf form.

Publishers Win Fight Over Postal Bill

Postmaster General, After Stubbornly Refusing to Withdraw the Objectionable Clause, Allows Bill to Die at Close of Parliament

OTTAWA, June 15 (Special).—After a long drawn-out fight between the Postmaster-General and the Press of Canada, the attempt made by the former to secure the right to arbitrarily fix the postal rates for second-class matter has failed. Bill No. 147 failed to pass, the Postmaster-General refusing to accept amendments made in the Senate which virtually took away the arbitrary power he had aimed to assume. The defeat of the Bill is hailed with satisfaction by publishers, and for that matter by members of both Houses on both sides of politics.

The fight put up by the officers of the Canadian Press Association and by independent publishers was a spirited one. No stone was left unturned to demonstrate the unfairness and the unconstitutional nature of the proposed legislation. The opposition to the Bill was purely on the question of principle.

The progress of the fight may be outlined briefly, dating from the last report given in *PRINTER AND PUBLISHER*.

When the Bill came up in the Senate it was referred to the Committee on Banking and Commerce. Representations were made before this committee by P. D. Ross, chairman of the Postal Committee of the Canadian Press Association, and Colonel MacLean, representing *PRINTER AND PUBLISHER* and the other publications of the MacLean Publishing Company, having an aggregate circulation of 100,000, and other publishers. After several hearings, the committee on June 2 adopted the Bill with amendments which provided that a maximum rate be fixed beyond which the Postmaster-General could not go and that the rates should be referred to Parliament for ratification at the ensuing session.

In this form the Bill was passed by the Senate and went back to the House of Commons. The Bill in its amended form was still as obnoxious to the publishers, inasmuch as the Postmaster-General was granted the power to fix the rates, and a meeting of the executive committee of the Canadian Press Association was held in Ottawa on June 3 to discuss further action.

The executive ratified the course of action adopted by the Postal Committee, and it was further decided to continue the fight. Accordingly, the members of the committee waited upon Premier Borden and Mr. Pelletier, when a printed statement was presented by Mr. Ross, giving the reasons for the objection to the Bill. The Premier promised to give the matter consideration, tentatively suggesting that the difficulty might be obviated by putting the power to fix the rates in the hands of the Treasury Board.

After the interview with the Premier, the committee sent night telegrams to 125 representative publishers, explaining the situation. This resulted in a flood of protest by wire addressed to the Premier and to individual members of the House.

On the evening of June 4, Mr. Ross was asked to see Premier Borden and the latter expressed the willingness of the Government to have the rates fixed by the Treasury Board instead of by the Postmaster-General, and to make the provision that in no case should the rate exceed one cent and a half per pound. This proposition was placed before the executive committee. The members of the committee were unanimously of the opinion that the power should be left with Parliament, where it has always been, and a reply was sent to Mr. Borden embodying that view.

The next step was the proposal of an amendment by Hon.

Mr. Pelletier in the House of Commons on June 8, when the

Bill next came up. This amendment provided for the fixing of rates by the Treasury Board and inserted a maximum rate of one and a half cents, the rates thus fixed to be submitted for ratification to Parliament at the ensuing session. The Speaker ruled, however, that the Commons could not further amend a Bill that had already been amended in the Senate. The Bill was, therefore, returned to file notice of their objection to the new proposal, the Lougheed, the Government leader, moved the Postmaster-General's amendment in the Upper House. In doing so, he made the statement that the press representatives had agreed to the new terms. As discussion was postponed until June 10, the press representatives had an opportunity to file notice of their objection to the new proposal, the statement being sent to Senators Lougheed and Bostock. A further appeal was made to Premier Borden, a strong letter being addressed to him. J. H. Woods, a member of the executive committee, and Secretary J. M. Imrie, of the Canadian Press Association, waited upon Senator Lougheed, to further make clear the objections to the amendments. It became clear, however, that there was no intention of withdrawing the objectionable clause, and according the executive made an appeal to the Senate to strike out of the Bill the clause, copies being filed with both leaders.

The result was that the Senate amended Senator Lougheed's amendment to the effect that the rates fixed by the Treasury Board should be submitted to Parliament for ratification or revision and should not go into effect until so ratified or revised. Senator Lougheed announced that this further amendment would not be accepted by the Government.

On Friday, June 12, the House of Commons adopted a resolution presented by the Postmaster General in which the Senate amendment was accepted provided that the clause was struck out, which fixed that the rates should not come into effect until ratified by Parliament. In this resolution, the maximum rate was reduced from one and a half cent a pound to one cent.

Later in the day, the Senate reaffirmed its position by insisting on the amendment being retained in its entirety, adding a clause that the rates now in force continue until the new rates should be ratified by Parliament, this being done to overcome a technical objection raised by the Postmaster-General to the effect that, under the Senate amendment, he could not collect any postage whatever.

The last stage of the Bill's stormy career came in the House on the afternoon of Friday, June 12, when the Postmaster General refused a second time to accept the amendment, thus automatically killing the Bill.

Mr. Pelletier thereupon issued a statement to a number of papers in which he charged that his Bill, which had provided among other things for increases in pay to some 1,400 postal employees, had been killed by the Liberal majority in the Senate.



MANY failures are caused by lack of thorough analysis because those responsible are "too busy" to investigate.

THERE are no "small" jobs in any printing office. They are all equally important and should have equal care and attention, going through the shop. Many a little job, carelessly put through, has lost a big job that went elsewhere. as a consequence.—*The Pacific Printer*.

Stimulating Summer Advertising

That people eat food and wear clothes during the summer months are indisputable facts. To be sure they differ in kind from the foods and clothing of winter, but there is an even greater variety demanded in both these essentials during the summer than at any other time. Although this demand is a very natural one it requires awakening and this can only be done by means of good advertising. The campaign inaugurated last month by Canadian Press Association, with the co-operation of daily newspapers scattered all over Canada has for its object the stimulation of summer advertising. There are sixteen advertisements in all in the summer advertising campaign, the schedule for which calls for insertions on Monday, Tuesday, Wednesday, and Thursday, the two busy days of each week being omitted, and by means of repeating once the series is continued from June 10 till July 30.

Each of the advertisements contains a forceful argument, expressed in a simple, dignified way, setting forth some particular phase of the case on behalf of hot weather advertising. For instance, the first ad. is a straight appeal for merchants to "introduce their summer goods as they

season" as set forth in a logical manner in the following editorial from New York Times:—

"The most valuable asset in advertising is age. It is

A Leaf From a Woman's Diary

Tuesday, June 9th. A very warm day, but a pleasant one for me. Scarcely stirred from the cool, shady porch all day. Was to have gone shopping—principally to get Marie a new dress for her school closing. Happened to see in advertisement in the newspaper, of the Smith store with a picture of the dearest little frock that just looked like Marie's. So, instead of going down to Brown's as I had intended, I just phoned Smith's and had them send up one of those dresses on approval. And, while I had them on the phone I thought of their ad about Winston Churchill's "The Inside of the Cup." So I had it sent up too and spent the whole day closing it—read two stacks to the new porch styles and the electric fan John brought home last week. The dress came in the afternoon and I tried it on Marie in the evening. She looks sweet in it and said "Mummy won't you please get all my clothes at Smith's." And I think I will. These hot days it is so convenient to feel you can pick out the very thing you want from an advertisement, and just have it sent up with no more trouble than phoning.

Just a few days previous, Brown had said to his business manager of his local paper "You can't get

people to pay attention to ads. in such hot weather—no more advertising for me until it gets cooler."

About the same time Smith was arranging a splendid new series of ads. for that very paper designed to appeal specially to the women who find it too hot to shop in the ordinary way, but who will phone their orders.

Brown doesn't know yet that he has lost a customer. Smith knows he's gained one—for the lady on the cool, shady porch has some mention of a purchase at Smith's store in her little book almost every week now.

Does it pay to advertise in the warm weather? Ask Smith.

You can obtain helpful advice on advertising free of cost and without obligation by consulting the Business Department of the —(name of newspaper)

No. 6

something which cannot be rushed or bunched. It has no overnight competition. The new advertiser can't date back.

"Advertising cannot take a vacation without a loss. The cumulated values of previous months or years immediately begin to shrink or evaporate. It will invariably cost more to make good the shrinkage than to omit the vacation.

"Good advertising is a continuous performance before the same audience. No better definition was ever invented. It admits of no exceptions or variations.

"Buyers are not so firmly attached to buying traditions during the summer months as at other seasons. They go about more, enjoy more freedom, are interested more in

"On the Doorstep of Desire"

THE merchant of today is not satisfied to merely let his advertising invite people to his store. The right kind of an advertisement virtually takes the merchant's goods to the home—places them on the doorstep of the reader's desire and says:—

"Mrs. Housewife, won't you take me in?"

Thus good advertising for a retail store does especially important work in bad weather—the advertisement talks on days too bad for Mrs. Housewife to go "down town."

Most merchants recognize this, and depend on their advertising to make sales when the store window, by reason of adverse weather, doesn't get a chance to talk.

And just as there are winter days so stormy that the daily newspaper is the only real point of contact between Mrs. Housewife and the shopping district, so are there summer days so sultry that "down town" is out of the question.

But is it ever too hot for the daily newspaper to get a hearing? Is there a single day in the whole summer that the merchant could not, with the proper kind of advertisement, place his goods on the doorstep of Mrs. Housewife's desire?

Put your goods there every day—hot or not. They will be taken in, all right.

You can obtain helpful advice on advertising free of cost and without obligation by consulting with the Advertising Department of—(name of paper.)

No. 4

introduce those of spring, fall or winter." Another argues that the same "charter from the public" which demands an all the year round news service from the newspapers should apply also to store news. Another makes a direct attack upon the fallacy that people cannot be induced to purchase goods when the sun shine warmly and the heat oppresses. "Summer dullness is more a fiction of the imagination than an inevitable fact," says this straight from the shoulder ad. The heading is "Guarding Against Business Blight" and a further sentence says, "It rests with the business men of this community whether or not the so-called 'summer dullness' blights their businesses during June, July and August." And so we might go on throughout the whole series. Each advertisement is strong, appealing, logical, yet each is distinctive and different. Read carefully the ones that are reproduced herewith.

The daily newspapers are to be congratulated on having this excellent series prepared for them by Canadian Press Association and it is sincerely hoped that this campaign will do much toward dispelling the foundationless fallacy that practically all business is due to take an extended vacation during the hot weather months. That this antiquated policy not only means the casting away of a good opportunity for doing actual business but is also certain to militate against the full success of the expected "busy

Preventing a Business Slump

IF during September, October and November manufacturers and merchants were to suspend their selling aggressiveness, as represented by their newspaper advertising, autumn business for them would be very, very dull. When selling energy is reduced, business slumps.

The slump in summer business which many firms experience is due mainly to a collapse of their own efforts to keep business up to its usual level. The public does not eat less in summer than in the autumn, it merely changes its diet.

The summer apparel worn by the average man and woman differs from

autumn or winter apparel only in weight and kind, not in extent or variety.

The common needs of men remain fairly uniform the year round.

The way to keep business up in summer is to keep up the selling pressure as faithfully then as at other seasons, and to keep open the channel of communication between seller and buyer—the channel of newspaper advertising.

You can obtain helpful advice on advertising free of cost and without obligation by consulting the Business Department of The —(name of newspaper)

No. 16

variety. The new advertiser finds it easier to break in; the old advertiser finds it necessary to be more persistent and watchful. The province of advertising is to attract new customers, as well as to hold old ones, and the vacation season, more than any other, is the season of changes; the season, more than any other, when the advertiser can least afford to permit his goods and his service to be forgotten. The trifling purchase of July or August is often the forerunner of a much larger purchase in October or November."

Unavoidable Postponement of C.P.A. Meeting

THE reasons for the postponement of the annual meeting of the C.P.A. are so clearly set forth by John M. Imrie, secretary of the association, in the following statement to PRINTER AND PUBLISHER as to require no further comment:

The fixing of Monday, June 29 as the date of the Elections for the Ontario Legislature is the reason for the postponement of the Annual Meeting of the Canadian Press Association from Friday and Saturday, June 26 and 27, to Thursday and Friday, July 9 and 10. That may not appear at first to be sufficient reason for changing the date of the Annual Meeting of a national organization, but a full knowledge of the facts of the case will make it clear that such action was taken in the interests of the Association as a whole.

Before the date of the Election had been announced and in view of rumors that June 29 would be selected as the date, the Secretary and other members of the Association explained to the Ontario Government that for several months the week of June 22 had been pre-empted for newspaper meetings—the Ad. Clubs' Convention, the Annual Meeting of Canadian Press, Limited, the meeting of the Imperial Press Conference Committee, and the Annual Meeting of the Canadian Press Association. It was pointed out that as this year's Annual Meeting of the Canadian Press Association would be the first after the consolidation of the various Press Associations throughout Canada, the Ontario members would be in a sense the hosts of the members from the Maritime Provinces and Western Canada and that for this reason and because a somewhat similar relation would exist in connection with the Ad. Clubs' Convention it would be unfortunate if, owing to an Election on the following Monday many of them would be unable to get away from their respective communities.

On May 18, at a meeting of the Executive Committee of the Association the question was raised as to whether the Annual Meeting would be postponed in the event of June 29 being selected as the date of the Ontario Elections. Although it was known that an Election on that date would make it impossible for quite a number of Ontario members to attend the Annual Meeting, it was decided that no change would be made in order that the plans of members in other Provinces might not be interfered with.

Immediately after the announcement that the Elections would be held on June 29, intimations began to come in from Ontario members that it would be impossible for them to attend the Annual Meeting if it were held on June 26 and 27. As the Association is being operated under the old Constitution until the next Annual Meeting, most of the officers and members of Committees are Ontario newspaper men. Several members of the two Executive Committees and the chairmen of two of the standing committees intimated that it would be impossible for them to attend the Annual Meeting if it were held on the dates and at the place originally set. Several speakers at the Annual Meeting intimated that they also could not attend if the original dates were adhered to. In further explanation of this it should be pointed out that although the special train from Muskoka to Toronto after the Annual Meeting had been timed to arrive in Toronto Saturday night so that members from Quebec, the Maritime Provinces and Western Canada could leave for their homes that evening, it would be necessary for many Ontario members to remain in Toronto until Monday morning, and thus it would be impossible for them to reach their homes until in some cases noon, and in other cases well on in the afternoon of polling day. It is scarcely necessary to remark that the week before a Provincial Election is an extremely busy one for newspapermen, but in this case the situation was aggravated by the fact, as already stated, that many Ontario members, in addition to being away during the latter half of the previous week, would be unable to reach their homes until late on the polling day.

These were the conditions that confronted the Executive Committee when they met in Ottawa on June 3 and 4 in connection with newspaper postage matters. There was also to be considered the possibility of the Elections for the Manitoba Legislature taking place on June 29 or July 6, as both dates had been mentioned as possible dates for the Elections in that Province. It was evident that if the original dates were adhered to the expected attendance of Ontario members would be reduced from 250 to 125 or 150. On the other hand only 14 members from Western Canada and 3 members from the Maritime Provinces had intimated their intention of attending the Meeting, and it was thought possible that a later date would be as convenient to most of these as the date originally set. Under these circumstances, and in view of the great importance of having a large attendance at the Meeting because of the matters that were to come up, it was deemed advisable to postpone the Meeting until July 9 and 10. The change was immediately announced in the papers from coast to coast, so that members would know at once of the change in date.

It is most unfortunate that since the change was made the Elections for the Manitoba Legislature have been fixed for July 10. This was a matter that could not have been foreseen when July 9 and 10 were selected as the dates of the Annual Meeting for as already stated it was thought at the time that the Elections for the Manitoba Legislature would take place on June 29 or July 6, and that by fixing the date of the Annual Meeting as July 9 and 10 there would be no conflict between it and the Manitoba Elections.

Postponements are always disappointing, but in this case it is believed the postponement will not seriously interfere with the attendance at the meeting of the national character of the attendance. Although at the time the change was decided upon only 14 members from Western Canada had intimated their intention of being present, the number has since been materially increased, and it is believed that most of such members will be able to attend, notwithstanding the change in date. All indications point to a large attendance and a very profitable meeting.

Ontario and Quebec Publishers to Organize

A MEETING of members of Canadian Press Association resident in the provinces of Ontario and Quebec will be held at 8 p.m. on the evening of July 9, the first day of the Annual Meeting of the General Association. This will be an organization meeting for the purpose of forming an Ontario and Quebec Territorial Division. Officers will be elected and also a vice-president of the General Association, in accordance with the new constitution. The meeting will be held at the King Edward Hotel, Toronto.

Record of Advertising in Daily Papers

THE RECORD of advertising carried in 26 daily papers in Canada during the month of May is given below. Montreal *Star* still holds first place in total volume of business carried, while its French neighbor, *La Presse*, is its nearest competitor. A remarkable jump to fourth place has been made by Calgary *Herald* which, in common with the other Calgary papers, is enjoying a generous share of the prosperity arising from the recent discoveries of oil. In April the *Herald* carried 647,683 lines; in May—the boom month—903,606. Similarly large increases were made by the *News-Telegram* and *Albertan*.

Printer and Publisher does not guarantee the correctness of any figures published but every precaution is taken to insure accuracy. Kindly report promptly any apparent errors.

RECORD FOR MAY, 1914.

| | Display. | Classified. | Total. |
|---------------------------------------|----------|-------------|-----------|
| St. John <i>Standard</i> | | | 254,380 |
| St. John <i>Telegraph</i> | 266,925 | 16,950 | 283,875 |
| St. John <i>Times-Star</i> | 301,050 | 43,275 | 344,325 |
| Halifax <i>Herald</i> | | | 306,838 |
| Halifax <i>Mail</i> | | | 395,626 |
| Montreal <i>Star</i> | 872,325 | 302,615 | 1,174,940 |
| Montreal <i>La Presse</i> | 760,280 | 199,500 | 959,780 |
| Montreal <i>Gazette</i> | | | 517,146 |
| Montreal <i>Le Canada</i> | | | 91,783 |
| Ottawa <i>Journal</i> | | | 509,390 |
| Toronto <i>Telegram</i> | 532,375 | 368,250 | 900,625 |
| Toronto <i>Star</i> | 546,750 | 129,875 | 676,625 |
| Toronto <i>News</i> | 329,500 | 26,750 | 356,250 |
| Toronto <i>Globe</i> | 412,200 | 91,350 | 503,550 |
| Toronto <i>Mail & Empire</i> | 302,375 | 62,750 | 365,125 |
| Toronto <i>World</i> | 243,375 | 18,000 | 261,375 |
| London <i>Free Press</i> | 386,330 | 51,590 | 437,920 |
| Winnipeg <i>Tribune</i> | 456,883 | 34,872* | 491,755 |
| Winnipeg <i>Telegram</i> | 458,220 | 103,460 | 561,680 |
| Winnipeg <i>Free Press</i> | 623,170 | 355,297 | 978,467 |
| Regina <i>Leader</i> | 454,450 | 104,747 | 559,197 |
| Regina <i>Province</i> | 260,680 | 45,080 | 305,760 |
| Calgary <i>Herald</i> | 745,310 | 158,296 | 903,606 |
| Calgary <i>Albertan</i> | 644,111 | 69,907 | 714,018 |
| Calgary <i>News-Telegram</i> | 561,456 | 128,301 | 689,757 |
| Vancouver <i>World</i> | | | 745,668 |

*Count lines.

Advertising Service Co. Recognized

THE Advertising Service Company, Limited, Montreal, Mansfield F. House, managing director, has been formally recognized as an advertising agency by Canadian Press Association.

Program of 56th Annual Meeting of C.P.A.

King Edward Hotel, Toronto, July 9 and 10, 1914

Sessions of General Association

Thursday, July 9, 10 a.m.

President's Address.
 *Report of Executive Committee.
 *Report of Treasurer.
 *Report of Secretary.
 *Report of Imperial Press Conference Committee.
 *Report of Advertising Committee.
 Appointment of Committee on Resolutions and Nominating Committee.
 *Report of Postal Committee.
 Discussion of Postal Situation.
 *Printed reports will be distributed to members in attendance at commencement of Session.

Friday, July 10, 2 p.m.

Report of Committee on Resolutions.
 Report of Nominating Committee.
 Election of Officers and Committees.
 Address, "Who Makes Fraudulent Advertising Effective?"
 James Schermerhorn, Detroit "Times."

Discussion: Proposed Standard for the Guidance of Members in the Censoring of Advertising Copy.

Discussion: Amendments to the Constitution.

Discussion: Publication of a National Newspaper Directory by the C. P. A.

Reports of Sections on

(a) Proposal to Eliminate All Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through Recognized Advertising Agencies, and to Enforce Short Rates Generally.

(b) Standards of Newspaper Practice.

(c) Standard Circulation Record and Statement Forms.

Action on above by the Association as a whole.

Reports of Sections on other matters and action by the Association as a whole on recommendations of Sections (if any).

Adjournment of Meeting.

DAILY SECTION.

Thursday, July 9, 2 p.m.

Chairman's Address.
 Report of Paper Committee, including report of investigation of freight rates on newsprint.
 Report of Labor Committee.
 Address: "Co-operation with National Advertisers—How Far Should a Daily Newspaper Go in This Direction?"—J. H. Woods, Calgary "Herald."
 Address: "Facts and Figures for the National Advertiser, and How to Get Them Home"—H. A. Robert, "La Presse," Montreal.
 Address: "Keeping Track of Space Used on Space Contracts and Enforcing Short Rates"—W. B. Preston, Brantford "Expositor."
 Discussion: Proposal to Eliminate all Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through a Recognized Advertising Agency, and to Enforce Short Rates Generally. Led by W. J. Taylor, Woodstock "Sentinel-Review," Chairman of Advertising Committee.
 Discussion: How Far Should the Newspapers Go in the Direction of Stopping the Abuse of Advertising Agencies Splitting Commissions. Led by Geo. E. Scroggie, Toronto "Mail and Empire."
 Discussion: Proposed Standards of Newspaper Practice.
 Election of Officers and Executive Committee.

Friday, July 10, 10 a.m.

Address: "Cost Systems for Daily Newspapers"—Pierre C. Starr, Newspaper Cost and Efficiency Expert, Chicago. (Mr. Starr has recently installed cost systems in Calgary, Moose Jaw, Regina and Winnipeg newspaper offices, in addition to many in United States.)
 Address: "Placing City Subscriptions on the Ten-Cent-a-Week Basis"—A. C. Hunt, Regina "Leader."
 Discussion: Standard Circulation Record and Statement Forms Submitted by Executive Committee.
 Discussion: What to Keep Out of the Want Ad Columns. Led by N. T. Bowman, Toronto "Telegram."
 Discussion: The Advertising Audit Association: Should the Expense of Auditing Statements of Circulation be Borne by the Publisher or the Advertiser? Led by M. R. Jennings, Edmonton "Bulletin."
 Discussion: The Standardizing of Advertising Agency Instruction Forms.
 Discussion: The Tariff on Mats.

TRADE AND CLASS PRESS SECTION.

Thursday, July 9, 2 p.m.

"Special Representatives"—Discussion led by P. G. Van Vleet, Manager, "Canadian Implement and Vehicle Trade," Toronto.
 "The Art of Rotogravure Printing"—Discussion led by Harry Watts, Secretary-Treasurer Grip, Ltd., Toronto.
 "What Use Should be Made of the Front Cover?"—Discussion led by W. G. Rook, President, "Canadian Ladies' Home Journal," Toronto.
 "How to Advertise Trade Paper Advertising"—Discussion led by D. O. McKinnon, President the Commercial Press, Ltd., Toronto.
 "Building Class Paper Circulation"—Discussion introduced by J. I. Codrington, Circulation Manager, MacLean Publishing Co., Ltd., Toronto.
 "How Can Canadian Press Association be Made More Valuable to the Trade and Class Section?"—Discussion led by W. L. Edmonds, Vice-President, Commercial Press, Ltd., Toronto.
 "Training the Advertising Salesman"—Discussion led by J. J. Gallagher, Managing Director, Acton Publishing Co., Ltd., Toronto.
 "Standards of Practice"—Discussion of standards submitted by the Executive Committee.
 Election of Officers and Committees.

Friday, July 10, 10 a.m.

"Standard Circulation Record and Statement Forms"—Discussion of proposed standard forms submitted by the Executive Committee.
 "Free Publicity Standards"—Discussion led by J. C. Armer, Vice-President, Commercial Press, Ltd.
 "Postal Question"—Discussion led by D. B. Gillies, Manager, "Canadian Grocer."
 "Methods of Determining Cost of Advertising to the Publishers of a Publication"—Discussion led by J. B. MacLean, President, MacLean Publishing Co., Ltd.
 "The Relation of Farm Paper Editors to Their Readers"—Discussion led by H. B. Cowan, Managing Director, "Farm and Dairy."
 "The Class Press as an Influence on Public Affairs"—Discussion led by John A. Cooper, Editor "Canadian Courier."
 "Making the Trade Paper More Readable"—Discussion led by T. B. Costain, General Managing Editor, MacLean Publishing Co., Ltd.

WEEKLY SECTION.

Thursday, July 9, 2 p.m.

Chairman's Address.
 Address: "What It Costs Per Inch to Produce Advertising Space in Our Newspapers, and How and For What Should It Be Sold"—W. E. Smallfield, Renfrew "Mercury."
 Address: "How I Would Get Local Retail Advertising for a Town Newspaper If I Were Its Publisher"—John C. Kirkwood, Toronto, Writer of the Advertisements in the C.P.A. Campaign to stimulate local retail advertising in rural weekly newspapers now running in 300 Canadian weeklies.
 Address: "Would It Be Advisable or Practicable for the Weekly Newspaper Publishers of a District to Join Forces in Employing a Trained Advertising Solicitor to Serve Them About—So Many Days Each Week or Fortnight?"—Louis Blake Duff, Welland "Telegraph."
 Discussion: Proposal to Eliminate All Commissions and Reductions in Rates on Canadian Patent Medicine and Other General Advertising Not Placed Through a Recognized Advertising Agency, and to Enforce Short Rates Generally. Led by D. Williams, Collingwood "Bulletin."
 Discussion: Proposed Standards of Newspaper Practice.
 Election of Officers and Committees.

Friday, July 10, 10 a.m.

Address: "Getting the Local News," H. B. Auslow, Campbellton (N. B.) "Graphic."
 Address: "The Measure of Political Independence Which Weekly Newspapers Should Exercise." S. N. Wynn, Yorkton (Sask.) "Enterprise."
 Address: "Keeping Track of Subscribers and Following Up Expirations"—James McLeod, Almonte "Gazette."
 Address: "Methods of Building Up Circulation."
 Discussion: Standard Circulation Record and Statement Forms Submitted by Executive Committee.
 Discussion: What Can be Done in the Direction of Securing More General Advertising for Weekly Newspapers? Led by John Law, Tillsonburg
 Discussion: Where Should the Line be Drawn in Giving Free Notices to Local Church, Fraternal and Sporting Organizations?
 "Editorial Co-operation in Technical and Trade Journalism"—Discussion led by J. J. Harpell, President, Industrial and Educational Press, Ltd.

Putting Across the Paid in Advance System

“ By Our New ‘ Gently-but-firmly ’ Method We Will Collect Next January About \$335 in Cold Cash as Against \$75 or \$100 as Formerly ”

By W. R. Davies.

Publisher of The Herald, Thamesville, Ont.

AFTER NEARLY six months' experience with a Strictly Paid in Advance Subscription List, I would not for one moment consider going back to the old system. Of course there are various ways of looking at all innovations of this kind, and unless a man is prepared to

[illegible]

Card used for Office Record.

put his back to the wall and stay by it, come what will, I would not advise him to tackle it.

Since taking over *The Herald*, six years ago, I have raised the advertising rates, putting into effect a scale drafted for me by Mr. Byxbee of Chicago; I have adopted the Essex and Kent Association price list for job work, and have just recently adopted a Paid in Advance System in connection with our subscription list. In each instance I firmly made up my mind that I would stick to it, no matter what business I lost, or what criticisms were offered, for I was confident that it would prove to be a wise move. Our advertising rates and job work prices are right on the

The Herald being only a small paper, in a small town, with a small circulation (which was never more than 800 by reason of the fact that we have close competition on every side) I do not keep a girl in the front office, but I arranged with one to come in twice a month and look after the subscription list. The cards are indexed from A to Z, and a duplicate set are indexed from January to December. I keep a counter list of subscriptions as they come in and the young lady enters them up twice a month and sends out the cards as necessary.

THE THAMESVILLE HERALD

W. R. DAVIES, Editor and Proprietor

DEAR SIR—

We have so far failed to receive your renewal to The Herald. We have not yet taken you name off our list as we feel that perhaps it has been an oversight on your part. We trust we shall hear from you in a day or two, as we believe that you appreciate the necessity of our trying to maintain a one dollar per year subscription price in face of increased price of production.

Thanking you for your past favors, I am,

Yours truly,
W. R. DAVIES.
Per

Post Card No. 2.

THE THAMESVILLE HERALD

W. R. DAVIES, Editor and Proprietor

THIS IS A REMINDER, NOT A DUN

Your subscription to The Thamesville Herald expires on

January 1st, 1914 In accordance with our new policy as announced in The Herald all subscriptions not paid in advance will be discontinued when they expire.

We sincerely thank you for your valued patronage in the past and hope that you will continue as a subscriber.

One dollar received before the first of next month will pay

you in advance to January 18th, 1915

Yours truly,
W. R. DAVIES.
Per

Post Card No. 1.

counter for all to see, and we never hear a murmur. We lost some advertising and we lost some job work, but the aggregate of business has steadily increased and at better prices.

On January 1st, 1914, we put our Paid in Advance System into effect. I prepared a duplicate card index. This early in the game I am not prepared to say that it is the best system. It serves my purpose, however. The cards are like the reproduction herewith.

THE THAMESVILLE HERALD

W. R. DAVIES, Editor and Proprietor

DEAR SIR—

As we have not heard from you regarding your subscription to The Herald, we presume that you do not want it any longer. Much as we regret to do so, in accordance with our new system placing our subscription list on a "Strictly Paid in Advance" basis, we shall be forced to drop your name from our list.

Hoping that you have enjoyed The Herald in the past, and that, in the near future we may have the pleasure of again adding your name to our list of subscribers.

Yours truly,
W. R. DAVIES.
Per

Post Card No. 3

With those who were badly in arrears, and those who did not pay up whose subscriptions ran out on January 1st, we cut off 162 names. We put on at the same time 32

new ones. So the net loss was 130. A lot of these were the usual type of "dead-beat" that you find on every subscription list. Many of them were several years behind. Some of the arrearages we have collected, some we have not, but still hope to. Some we never expect to.

Since the first big "cut-off," we have cut off an average of about three names per month. New subscribers have more than overbalanced this, and we expect soon to have as many names as we originally had, as our list is steadily growing. The surprising thing was the number of people who expressed themselves as pleased with the change and told me that they thought it was only fair and right.

We have about 350 subscriptions running out on January 1st next. We now know that instead of perhaps \$75 or \$100 we shall receive (making allowances for losing some) about \$335.00 in cash.

It may offend a few old subscribers, and it may mean the loss of some who will never return, but in these days of keen competition, I believe it is the only satisfactory method. The subscriber is paying for what he gets, and the publisher is getting paid for what he furnishes. It is the only fair and square way.



A Good Field for the National Advertiser

NO DOUBT the excellent article in our April issue, written by John C. Kirkwood on the subject of National Advertising was read with interest and profit by a great many publishers of all classes. Mr. Kirkwood took a broad view of his subject, making full allowance for the different viewpoints of daily, weekly, and class publishers, respectively.

The accompanying letter from Geo. W. Armstrong, publisher of the *Observer* at Salmon Arm, B.C., re-states the case clearly for the large class of weekly publishers whose newspapers are well established in prosperous rural communities, and which are practically the only medium serving those communities.

Without belittling the mission of the so-called "national" newspapers the fact remains that their circulations may aptly be likened to the ripples caused by the dropping of a stone in smooth water. The influence of the big city dailies and the ripples caused by the disturbing of the still water both become less and less distinct the farther they reach out from their respective starting points. The tendency with all successful newspapers to-day is to localize and thereby intensify, and it behooves advertisers of commodities that are entitled to nation-wide sale to give attention to the tremendous influence exerted by the hundreds of wholesome, ambitious, small town weeklies that are in a position to publish the merits of these national goods with no uncertain sound or imaginary influence in their respective communities.

Let us hear from others on this subject—a word from representatives of the daily and class fields would be helpful. There is nothing more convincing than actual facts and figures such as are given in Mr. Armstrong's letter. What has been *your* experience?

Salmon Arm, B.C., April 4, 1914.

Editor Printer and Publisher:

I have read with interest the article by John C. Kirkwood, in your April issue, on "Is national advertising going where it ought to go?" I would say that some of it is, and some is not. I believe neither advertisers nor agencies make a close enough study of the field of weekly papers. I carry very little national advertising, and what I do carry I have interested in this paper myself, though the agencies take good care to collect commission.

Stating my own case, it is as follows:

I have 910 subscribers; of these 570 are circulating in the Shuswap Lake district; no other paper has a circulation as large in that district, and only one can equal it at any post office (and possibly that one cannot either).

Of the 570 subscribers in the district, 327 are at Salmon Arm post office and rural routes, leaving 243 to go to rural districts where there are only small stores.

In the district (or at least to the homes in which the *Observer* goes) I doubt very much if there are over 100 copies of any other single paper, and not over 35 copies of any single magazine.

I have paid correspondents at 15 different points, and pay at present at the rate of \$486 per year for news items. Consequently *all* my subscribers read the paper from start to finish.

One page is as good as another, the inside (usually patent in country newspapers) is mostly Salmon Arm news, as these items are written as early as possible for the first run on Wednesday, and the last run is mostly correspondence, with editorial and personals.

I think you will agree that this looks like a good field for the national advertiser, yet little of it comes our way.

I wonder if the national advertisers ever consider what influence their greater use of weeklies would have in bettering their condition. I feel safe in saying that with the available space in my paper taken up, I could afford to devote almost all my time to the news and circulation end, where now I have to look after mechanical work also, and that inside the next year I would have 300 more names on my list. I send as high as 34 papers to a district I have never visited but once, and 12 to a district I have never visited at all.

GEO. W. ARMSTRONG.



Emphasizing a Simple Truth

SHERBROOKE *Record* takes a novel way of emphasizing its claim for inclusion in a national advertising campaign. The chain of ten links illustrated below, each link representing a city, is printed across the bottom of the paper's official stationery, and carries its significant message on every letter that goes out. Above the cut is the slogan: "A necessary link in the chain," and below are the words:



"Sherbrooke *Record* is essential to every national advertising campaign." The chain might have been composed of a much larger number of links, representing prosperous cities and towns throughout Canada that can be covered in no other way than by using the local home paper, but the ten-link chain aptly presents the truth of the argument and serves the purpose so far as the *Record* is concerned.



Crook Worked Same Scheme in Vancouver and London, Eng.

By telling a plausible story of relationship to Hugh C. MacLean, president of Hugh C. MacLean, Ltd., Toronto, a clever young trickster calling himself Frederick H. Borden, junior, secured a small "loan" from the assistant manager at Vancouver of the firm mentioned. The incident occurred some time ago, and just recently the same young man turned up in London, Eng., and on the strength of a similar tale obtained money from E. C. Dodd, the London manager of the MacLean Publishing Co., proprietors of PRINTER AND PUBLISHER. Publishers would do well to be on the look-out for this man, and, if caught, notify either of the publishing houses mentioned at once.

How Well Can You Set a Newspaper Ad?

HOW well can you handle the copy, how well can you bring out the selling points and present them in a manner likely to produce the best results? Many ad-compositors justly complain they are frequently handicapped from the start on account of poor copy. Especially is this felt when the ad. gets alongside an agency plate and its discrepancies are more keenly apparent. But the copy that has been selected for this

SECOND

NEWSPAPER ADVERTISEMENT COMPETITION

was written by an advertising man and constructed on accepted advertising principles. Here then is your opportunity to arrange the copy effectively, as all that remains to be done is to bring out to the best advantage the message of the ad.

You have your own ideas of how a good ad. should look and of what is necessary to secure that effect. Then just get out your stick and settin' rule, clean off your galley and see what you can make of this copy. Get your first entry through as early as possible while the idea is fresh in your mind. Each contestant will receive a portfolio of all entries at the close of the competition.

The Copy: Make a Christmas dinner an ever-lasting surprise. How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savorsome roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations. Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table. Harvey & Co., 445 King St. South.

The Rules: Only the winning copy is to be used, although the contestant may arrange the different portions in any way he wishes. The advertisement is to be set 10 ems pica wide by 60 ems pica deep, and only foundry type, rules and ornaments are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, 8½ x 12". Each contestant may submit as many entries as he desires, and must write his name and address on the top sheet of each different entry. All entries must be mailed flat, and received not later than August 10th, 1914. Address entries to "Newspaper Advertisement Competition, 'Printer & Publisher,' 143 University Ave., Toronto.

The Awards: For the seven best advertisements submitted the following awards will be given: First prize, \$10; second prize, \$5; third prize, \$2; and the remaining four a \$2 subscription to "Printer & Publisher."

The awards will be made about Sept. 1, 1914, and the winning advertisements, together with the names of the winning contestants, will be published in the October, 1914, issue of "Printer & Publisher."

HAPPENINGS OF THE MONTH

Among the Job Offices

Prior to his departure from Regina to accept the position of manager of the Herald-Western Co., Calgary, reported in last issue, A. H. Barker was the guest of honor at a banquet tendered him by the Regina Printers' Board of Trade, of which organization he was secretary-treasurer. He was also presented with a parting gift by the *Leader* staff. N. L. Lance, whose picture appears on this page, is Mr. Barker's successor as manager of printing and binding on the *Leader*. H. Hutchings, formerly designer, has been made sales manager, and S. Parsons is now superintendent of the composing department.



N. L. LANCE
Successor to A. H. Barker, as Manager
of Printing and Binding, Regina Leader

Lowe-Martin Co. expect to occupy their new building in September.

The stock of Reid & Eibner, Winnipeg, bookbinders was damaged by fire.

The business of John R. Pierdon, job printer, Sarnia, has been purchased by the Canadian Printing Co.

James Ennis, who has conducted a printing business in Hamilton for the past 30 years, died on June 8.

Trade in Ottawa has been rather quiet during the past month but prospects look toward an improvement.

The Pearl Printing Plant, Marmora, Ont., was destroyed in a disastrous fire that visited Marmora on May 24.

The employees of the London Printing and Lithographing Co. held their annual picnic at Port Stanley on June 20.

F. L. Blevin, who held the position of foreman of Moose Jaw Times, has taken over the Rex Press, formerly run by Larmer Bros.

Walter J. Strub, formerly city editor of Berlin News-Record, has taken over the management of the Commercial Printery, Berlin.

John Dixon, late with the Mortimer Co., has been appointed editor and in charge of publicity work of the Commission of Conservation.

W. H. Landry has severed his connection with R. G. McLean, Ltd., Toronto, and is installing cost systems in a number of Toronto offices.

The Mortimer Co. have been making extensive alterations to the interior of their building, looking to the better and more economical operation of the plant.

W. A. Monaghan, manager of the T. C. Allen Co., Halifax, celebrated the twenty-fifth anniversary of his wedding on June 10. He has been associated with his firm for thirty-one years.

At the recent session of the Masonic Grand Lodge, held at Halifax, James C. Jones, president of the Printers Supplies, Limited, was voted a very substantial present for special services rendered during the past fifteen years.

The printing and binding business in Halifax is fair. We expect in the city from now until the end of September about one hundred thousand people. There are several large conventions to be held, a fireman's tournament and provincial exhibition, which must mean a considerable increase in business, which will help the printing as well as all other business.

A. R. Dawson, formerly superintendent of the job department of the Saskatchewan Publishing Co., Regina, has been promoted to the position of manager. He is an Englishman, coming from Newport, Monmouthshire, and got his early experience in his father's business, A. W. Dawson, Ltd. He has been in Canada now for several years and has been employed with a number of good firms in different capacities. Through his ability and perseverance he has risen to the position of manager.

Geo. D. Batchelor, "advisor" to the job department of Calgary *Morning Albertan*, will sail from Vancouver on August 5 for Australia, where he is going for the express purpose of installing cost systems. Mr. Batchelor has been giving close attention for several years to cost installation work, and this, backed by thirty years' practical experience in all departments and in various capacities, thoroughly equips him for his present task. His wife and family will accompany him to the land of the "Southern Cross."

At the annual meeting of the Ontario Conference of Typographical Unions, held recently at St. Thomas, the matter of better sanitation in printing offices came up for consideration. It was claimed that through the efforts of the conference and the Ottawa Typographical Union a splendid system of ventilation had been established in the government printing bureau at Ottawa. A model ventilating plant installed in the offices of the Hamilton *Herald* had been described in a bulletin by the secretary of the conference and had created great interest amongst trades unions all over the continent.

A record which is certainly without parallel in St. John, and perhaps throughout Canada, is that of Colonel Arbuthnot Blaine, who a few days ago completed his sixty-ninth year in the service of the one printing house, that of J. & A. McMillan, Prince William Street. He is 84 years of age, and a fine workman in spite of his advanced years, attending to his duties with the same regularity and promptness which have characterized him through life. He is enjoying splendid health, and it is the hope of his friends that he will be with them for many more years. On the anniversary of his joining the staff of the firm, Colonel Blaine, who receives his title by grace of his having commanded an infantry regiment in his younger days, was the recipient of a magnificent testimonial from his associates. At the closing hour all hands gathered, and J. N. Golding, who comes next in point of age in the employ of the company, presented to the veteran a well-filled purse and an address bound in morocco, bearing the dates 1845-1914, voicing the goodwill and congratulations of the others of the staff towards the genial old colonel, whom all respect and revere.

The death occurred at Stratford on June 16 of Francis Pratt, in his sixty-ninth year and a resident of Stratford for forty-three years. Mr. Pratt contracted bronchitis a short time ago and was unable to throw off the attack. He came to Canada when but a young man, and after working for some time at the printing trade in Stratford offices, he formed a partnership with the late C. J. Tracy, under the name of Pratt & Tracy, and started a job printing office. They also for a time published a newspaper, the *Advertiser*, but this was discontinued several years ago. Mr. Pratt then continued alone for some time in the job printing business and later took his son, W. R., into partnership, and the firm was known as Pratt & Son.



Geo. H. Popham, of Ottawa, who was operated on recently at the Montreal General Hospital, for acute stomach trouble, is progressing very satisfactorily, and the doctor hopes he will be able to be removed home the later part of this week. A number of Montreal printers and allied trades have paid their respects to him by calling at the hospital.



With the Newspapers

NEWFOUNDLAND.

St. John's *Plain Dealer*, which recently changed ownership, has installed a Linotype, and is now changing its day of publication from Saturday to Thursday.

J. W. Withers, proprietor of the Newfoundland *Royal Gazette*, who had been on an extended trip to Great Britain and Europe, accompanied by Mrs. Withers, arrived home the last week in May.

Practically every profession and trade in Newfoundland is organized to-day, with the exception of printers and publishers. Several efforts to that effect have not matured so far. When a daily newspaper will insert a 6 in. advertisement three hundred and ten times for the magnificent (?) sum of \$25, there is something radically wrong somewhere. Again, when a weekly newspaper will insert a 5 in. d.c. advertisement fifty-two times for \$8, and when quotations on same space from two offices show a difference of twenty-seven dollars, it is time that Newfoundland publishers sit up, rub their eyes and endeavor to locate where they and their business stand. The writer has at present before him quotations from five weekly papers on a 10 in. space for a year, and they range as follows: \$35.00, \$32.00, \$23.00, \$12.00, \$8.00, while a sixth quotes \$38.40 on a "guaranteed circulation of 30,000." The thirty-five dollar man was asked if he would reduce his rate, which he absolutely refused, and afterwards secured the contract, which goes to prove that advertisers sometimes know how to value their purchase and realize that they will get what they pay for.

MARITIME PROVINCES.

Westmorland County, N.B., has now three French weekly newspapers.

Dartmouth *Patriot* is using a fountain pen as a subscription premium.

Miss E. F. Parlee, business manager of Moncton *Transcript*, who has been on a European tour has arrived home.

L'Acadien, of Moncton, the new French Liberal weekly, is running an automobile contest with gratifying results.

A memorial to the late Robert Murray, editor of the *Presbyterian Witness*, Halifax, for more than fifty years, is to be established in Knox College, Toronto.

Friends of O. L. Barbour, city editor of St. John *Telegraph*, will be pleased to learn that his health is greatly improved. He has been granted a three months' leave of absence.

L'Evangeline, the French weekly at Moncton, is moving into its new quarters this month, in a building adjoining the *Transcript* office near the corner of Westmorland and Main streets.

The monthly organ of the L'Assomption Society, a French Catholic fraternal organization, which was formerly printed in the United States, is now being printed in *L'Evangeline* Office, Moncton.

Fred. O. Conlon, who for the last few years has been a member of the writing staff of the St. John *Standard*, has severed his connection with that newspaper, and in future will be associated with his father, C. A. Conlon, as photographer. Before leaving the *Standard* he was presented with an address and a set of pipes by his associates on the staff.

QUEBEC.

Gordon Miller is now assistant sporting editor of the *Evening News*, Montreal.

Montreal *Star* sent five reporters and a photographer to Father Point and Rimouski to cover the Impress of Ireland disaster.

The *Verdun Voice* has ceased publication, the only English paper in that populous suburb of Montreal now being the *Verdun Echo*.

J. Martin, of St. John, N.B.; J. Scruton, of Revelstoke, and G. Hoskins, a young Englishman, are the latest additions to the staff of Montreal *Herald*.

Harry Good, sporting editor of Montreal *Mail*, who has been ill in Toronto for some time, is greatly improved, but it will be some time yet before he will be able to resume his duties.

Thomas W. S. Dunn, one of the best known newspaper men in Quebec, and for twenty years Deputy Prothonotary of the Superior Court here, died at Quebec, June 26, after a long illness.

Cecil F. Lane has left Montreal *Herald* to go to *Beck's Weekly*. Hal Brown, late of Ottawa, becomes assistant city editor of the *Herald*, in succession to C. F. Lane, and Joe Chandler takes the rewrite desk.

W. J. C. Sutton, for 13 years a member of the staff of Montreal *Gazette* and at present its assistant advertising manager, was presented with a cabinet of cutlery from the business and advertising staffs on the occasion of his marriage on June 16.

Mrs. Crone, wife of a well-known Scottish journalist and mother of A. K. Crone, managing editor of the *Canadian Pictorial*, Montreal, and assistant managing editor of Montreal *Weekly Witness*, is on her way home to Glasgow after a tour covering Eastern Canada, the Western States, and North-Western Mexico.

Lieut.-Col. W. A. Morehouse, proprietor of Sherbrooke *Examiner* from 1878 to 1900 and since that year postmaster of Sherbrooke, died on June 12, after a lingering illness. For the past three years Colonel Morehouse had been in poor health, but had been able to spend part of each day at his office. A few days before his death he collapsed at the door of his home and did not recover consciousness.

The death occurred June 18, of J. P. Smith, for twenty-seven years publisher of Richmond *Times* and later of the *Times-Guardian*. He was born in Bedford, Que., fifty-one years ago and has resided in Richmond for the past twenty-seven years. He was well and favorably known in the whole section of the country in which he lived. Brights disease was the cause of death.

Charles Robillard, editor-in-chief of Montreal *La Patrie*, was the guest of honor at a banquet in the Ritz-Carlton Hotel on June 4, the occasion marking his thirtieth anniversary in the field of journalism, in which he is a conspicuously successful figure. Approximately one hundred were present, including many of his *confreres* and other personal friends who are not newspapermen. Alonzo Prince, managing editor of *La Presse*, presided. Replying to the toast to his health, proposed by Mr. Prince, the guest of honor gave a short review of journalism in Montreal in the last quarter of a century, speaking affectionately of the late Hon. J. Israel Tarte and the school in which his training had been gained.

ONTARIO.

Toronto *Star* is conducting its annual black bass competition.

Simcoe *Reformer* and Waterford *Star* have each installed a Menges folder.

Strathroy *Dispatch* conducted successful "Dollar Days" on May 29 and 30.

W. R. Plewman has resigned the editorship of the *Orange Sentinel*, Toronto.

W. L. Craig has completed 18 years as publisher of Grand Valley *Star* and *Vidette*.

John Rogers has sold Bradford *Witness* to R. A. Semple, publisher of Tottenham *Sentinel*.

C. F. Crompton, who has been editing Goderich *Signal* for some months, has returned to Ottawa.

Both Chatham newspapers, the *News* and the *Planet*, are now installed in handsome new buildings.

June 13 was Theatre Night for Toronto Press Club, the members and friends attending Shea's Theatre.

Toronto *World* offers a Mexican burro as a prize for the best essay on El Paso, written by a boy or girl.

A meeting of the St. Clair District Press Association will be held at Petrolia within a few weeks. The date is not yet fixed.

The *Reformer* Printing and Publishing Co., of Oshawa, are building a three-story brick building to house office and plant.

Galt *Reporter* is at work on a "Special Progress Number" that will give "a regular history of the town in newspaper form."

W. J. Watson has resigned as police magistrate of Oshawa, and will devote all his time to his paper, the *Oshawa Vindicator*.

T. H. Purdom, K.C., head of London *Advertiser*, was presented with a handsome umbrella by the union printers employed on the staff.

J. W. Correll has sold *Stirling News-Argus* to the former proprietor, James Currie. Mr. Correll has purchased the *Echo*, Granby, Quebec.

Peterborough *Review* is conducting a "Summer Pastime" Puzzle Contest. The same scheme is being used by London *Advertiser* and other papers.

Earl Bray is editing *Temiskaming Herald*, New Liskeard, in order to leave Mr. Roebuck free to carry on his campaign for political honors.

T. M. Humble, a well-known Toronto politician, has commenced publication of *Parkdale Sun*, serving a large residential district of Toronto.

E. W. Johnston, junior, general manager of Bridgeburg Review Co., was married on June 10 to Miss Bertice Winnifred Pettit, of Windham Centre.

J. Herbert Tovey has commenced publication of a paper at Copper Cliff, naming it the *Nickel Range Express*. It is 7 columns, 8 pages, and presents a good appearance.

Robt. J. Fleuty, youngest son of the late James Fleuty, who was for some years prior to his death proprietor of Wingham *Advance*, passed away at his home in Wingham on June 19.

James Knowles, for a short time on the editorial staff of Port Arthur *Evening Chronicle*, died at South Porcupine on June 20, as a result of a blow from a milk bottle in the hands of a Frenchman.

The *Canadian Livestock News* is a new tri-weekly publication dated at Toronto. R. Goldwin Smith is editor. The paper is devoted to the interests of drovers, livestock raisers, fruit-growers and farmers in general.

John E. Dobie, editor and proprietor of the *Herald-Standard*, of Windsor, and police magistrate of Walkerville, died at the age of 57. He had lived in Walkerville for about 25 years and was much respected by all.

Lieut-Col. John Bond, of the Salvation Army, now editor of the *British War Cry*, has been appointed by General Booth as editor-in-chief of the Army's publications in Canada. He succeeds Henry W. Walker, who was lost in the Empress disaster.

Two or three weeks prior to Old Home Week, Brantford *Daily Courier* will issue a panoramic photo edition, under the direction of Jacques DeLamers. F. C. Mills, the manager, says this will be the first edition of the kind ever issued in Canada.

The Canadian Circulation Co., who are at present conducting a number of tour contests for Ontario papers, have invaded the United States field and are putting on a contest for Pittsfield (Mass.) *Sunday Call*, with prizes totaling \$5,000 in value.

Byron Lane, a former proprietor of *Winchester Press*, has purchased J. E. Johnson's interest in *Leamington Post*. Mr. Johnson retires after 29 years' continuous connection with the *Post*. The firm name of the publishers is now Whitwam & Lane.

The plant and building of Ottawa *Le Temps* was damaged by fire to the extent of \$2,400 on June 23. The loss to the stock and printing plant will amount to about \$2,000 and this is covered by insurance. The fire was the fifth which has visited the paper during the past four years.

At a special business meeting of the Literary Historical Section of the Royal Society of Canada, at Montreal, May 27, it was decided to recommend John Ross Robertson, proprietor of *Toronto Telegram*, for election as a fellow of the society, in recognition of his historical researches and literary work.

The Owen Sound *Sun* (semi-weekly) is installing a new Swiss Duplex Press, with a capacity of 6,000 eight-page papers an hour. The *Sun* is the first newspaper in Ontario, outside the daily field, that has found it necessary to install a perfecting press. Its circulation is now over 5,500. The press will be in operation about July 1.

The annual meeting of the Globe Printing Company, Toronto, was held in the company's office, June 15. A feature of the reports presented was the fact that the circulation of the *Globe* has increased more during the past year than during any year in the company's history. The following officers were elected for the ensuing year: President, Hon. Robert Jaffray; Directors, A. F. Rutter, P. C. Larkin, G. Tower Fergusson and W. G. Jaffray, secretary.

MANITOBA.

Treherne *Times* offers a prize of \$50 cash in a guessing contest. Each entry must be accompanied by a new subscription to the *Times*.

Alex. Stewart, late livestock editor of the *Farm and Ranch Review*, Calgary, has taken over the duties of advertising manager for the *Grain Growers' Guide*, Winnipeg.

John E. Coultas, formerly of *Winnipeg Telegram* reportorial staff, left on June 1 for a 3,000 mile canoe trip, from Winnipeg to New Orleans. He expects to complete the journey in three months.

Ernest J. Trott, B.S.A., graduate of the Manitoba Agricultural College, has been appointed agricultural editor of the *Grain Growers' Guide*. Mr. Trott comes with the good reputation of having had considerable experience in farming in Saskatchewan.

SASKATCHEWAN.

Among new members of the Moose Jaw *Times* staff are Frank Irwin and Herbert Howard, the latter coming from Peru.

E. W. Schell has sold *Carrot River Recorder*, Tisdale, and the job printing business in connection therewith to W. H. White.

J. G. McGall has succeeded F. H. Cross as accountant on the staff of *Rogina Leader*. Mr. Cross has accepted a position in the States.

Robert Pegg is leaving his position as circulation manager of Moose Jaw *Times* on July 1 to accept a similar position with *Edmonton Bulletin*.

S. T. Willoughby, formerly proprietor of *Rosthern Enterprise*, and J. E. Willoughby, of the *Wakaw Recorder*, have purchased an interest in a store at Rosthern.

C. W. Powell, who has been editor of *Craik News* for several months, has left that paper and again taken the position of editor and manager of *Liberty Press*.

Fire threatened to wipe out the building and plant of *Swift Current News*, but fortunately was discovered and extinguished before great damage was done.

The employing printers of Saskatoon and the local typographical union have signed an agreement for another year from July 1 on the same terms as have prevailed during the past year.

Zealandia Press has been re-established by E. C. Atkins as editor and Harry Goodall as manager. The first issue under the new management appeared under date of June 11. It is five-column quarto four pages home print.

William MacKie, formerly sporting editor of the *Daily Province*, Regina, and his brother George, also a newspaper-man, have struck in rich in Calgary oil fields. Their combined holdings are valued at upwards of \$200,000.

A. P. Mangasarian, reporter on *Regina Province*, who suffered a complete breakdown about two months ago, is greatly improved and is now touring Europe in company with his father. It is hoped that he will be completely recovered on his return.

North Battleford *News* will take possession of their new building soon after July 1st. It is located on Main Street and has been laid out with especial attention to lighting, almost the entire front and back of the building being of glass. C. R. MacIntosh and J. W. Bawden are proprietors of the paper.

The item in our last issue to the effect that *Yorkton Times* had suspended publication was erroneous and is withdrawn. The error arose through a report in *Dun's Bulletin* that the *Yorkton Times Publishing Co., Limited*, had gone out of business. This was true but the announcement should have gone further and stated that the paper and job business had been taken over by B. Rothwell, who has continued publishing the *Times*, and he writes that there is no danger of his suspending publication. Mr. Rothwell conveys the further encouraging information that business has picked up considerably and prospects for this fall are very bright.

ALBERTA.

Calgary *Albertan* recently published a "Book Edition" of their paper, containing 168 pages and cover.

Major W. J. McNamara, of Edmonton, lost his libel suit against *Edmonton Journal* and was assessed costs.

Calgary *News-Telegram* are busily engaged making the transfer to their splendid new home at 229 Eighth Avenue West.

The staff of *Edmonton Journal* had an enjoyable outing at Leduc, when baseball, football and athletic events were the order of the day.

Medicine Hat *News* is erecting a new building, 40 x 80 feet, two storeys and basement, on Sixth Avenue, immediately adjoining the Finlay bridge. It will be thoroughly modern in every respect and will be devoted exclusively to the needs of the paper. It will be ready for occupation about September 1.

BRITISH COLUMBIA.

A very successful Dollar Day was held in Victoria on June 13.

New Westminster *British Columbian* now occupies the handsome new building recently erected for its use.

The first issue of the *Courtney Herald* appeared on June 4. A. E. Filmer and A. V. Sibley are the publishers.

A newspaper is now being published at Skeena Crossing. It is called the *Chalcaprite*. C. R. Jones Co. are publishers and James A. Riley, editor.

James Mewhort, until recently a member of the staff of *Tofield (Alberta) Standard*, has started publication of a new paper called the *Journal*, at McBride, B.C. The *Journal* is 8 cols., 4 pages, in size.

The Eburne Press, job printers and publishers of the *Point Grey Gazette* at Eburne, B.C., are enlarging their premises and adding considerable new equipment. They are now printing the *Successful Poultryman*, a monthly formerly published at Vancouver.

Vancouver World, one of the four daily newspapers printed in English, recently reduced its price from 5 cents to 2 cents per copy, giving that city its first 2-cent paper. In Vancouver, as elsewhere

in Western Canada, there are few copper coins in circulation, and comparatively few articles sell for less than 5 cents.

Mrs. William Templeman, wife of the Hon. William Templeman, publisher of *Victoria Times* and Minister of Inland Revenue in the Laurier Cabinet, died on May 30. She had been ill for several months. Mrs. Templeman was born in Carleton Place, Ont., in 1846 and was married in 1869 in Almonte, where her husband founded and conducted the *Almonte Gazette*. They took up their residence in Victoria in 1884.



WM. POLLOCK 52 YEARS ON ONE PAPER.

AFTER working continuously in the office of *The Freeholder*, Cornwall, for 52 years and four months to the day, William Pollock, resigned his position on January 27, 1914, as business manager of that paper and is succeeded by C. W. Tresidder, for some years occupying a similar position with W. E. Smallfield of the *Renfrew Mercury*.



William Pollock

Mr. Pollock joined the staff of *The Freeholder* as "devil" at the New Year, 1862, when Cornwall was a good deal smaller town than it is now, *The Freeholder* was then owned by the late Hon. John Sandfield MacDonald, and the office was at the foot of Pitt street where the county buildings now stand. He came to be a very good printer, and for many years had charge of the office. He had three and John, all of whom learned the printing business. The former travelled

extensively as a "jour printer," and was for some time in the Printing Bureau at Ottawa under Maclean, Roger & Co., but ended his days, as did the other two, on the staff of *The Freeholder*.

William Pollock was for many years License Inspector for the District of Cornwall, resigning his position after the defeat of the Ross administration. He possesses a keen, logical mind, is well posted on political and general affairs, and his advice was always freely asked and cordially accepted by the various editors who were in charge of that department. Being of a careful disposition, he so ordered his affairs that he is able, with to all appearances many years of useful life before him, to take things as easily as he feels disposed.

Mr. Pollock was frequently asked to accept a nomination for the Local Legislature, but invariably refused, and until of recent years, declined even to enter the municipal council, but he was elected to the town council a few years ago, served as councillor, deputy reeve and reeve, and was mayor for 1913. His practical common sense and good judgment made him one of the most useful members of the council, and an efficient and admirable presiding officer. He still serves in the ranks, having been elected by acclamation as councillor for the Center Ward in January last.

Mr. Pollock was a keen lacrosse player in his younger days, and was a member of the Cornwall Lacrosse Club when it was first established. He always followed the game with keen interest, and as long as he would act, was a first favorite as referee, being invariably agreed to by contending clubs, even when Cornwall Club was a contestant. His knowledge of the game was complete, and no decision of his was ever questioned.



"THE KNACK OF SELLING."

The System Magazine, Wabash Avenue and Madison Avenue, Chicago, have issued an excellent set of booklets on the topic of salesmanship under the title "The Knack of Selling." They summarize in a very attractive and informing way some of the best principles of salesmanship. The books are titled "Mapping out the Canvas," "Managing the Interview," "How and When to Close," "Finding and Correcting your Weak Points," "Getting in to See a Prospect," "Acquiring the Art of Mixing." The books are written in an attractive and readable style, while numerous illustrations from the experience of successful salesmen increase the value of the set. To many salesmen some of the individual suggestions will be easily worth the cost of the whole set of books, which is \$5. The books are convenient in size and shape to carry in the pocket for utilization in spare time.

MONTREAL DAILY STAR INSTALLING THE SCOTT STRAIGHT UNIT SEXTUPLE PRESS.

WALTER SCOTT & CO., Plainfield, N.J., are installing one of their improved Straight Unit Sextuple Presses in the office of the *Montreal Daily Star* and are greatly pleased with this order, as it was in this office a great many years ago that they installed the first three-tiered Scott Straight Run Press and we understand that machine is to-day doing good service in another office in the same province.

Montreal Daily Mail are converting their Quadruple Press into an Octuple Machine. On account of the construction of the Multi-Unit Press they are able to make the change without stopping the machinery, or changing their building. The great advantage of the Multi-Unit Press, so the manufacturers claim, is that additions can be made at any time without interfering with the present machine. It is merely a matter of adding to it. A postal to the manufacturers, Walter Scott & Co., Plainfield, N.J., will immediately bring detailed information about this new newspaper press.

IMPORTANT DEVELOPMENT IN THE "KIMBLE" MOTOR.

THE MASCO Company, Ltd., of Toronto, who are well-known for their specialty of electric motors for printing press operation, have recently announced a very interesting new type of Kimble motor.

As Eastern Canadian representatives of the Kimble Electric Co., of Chicago, they have furnished a large number of alternating current motor equipments which are now in successful operation.

The latest development is a new form of alternating current, variable speed motor and controller which can be switched from one kind of alternating current to another of a different number



A. S. L. PEASLEE.

of "cycles" without any change in the motor. It will operate equally well on the various kinds of alternating current which is a feature of great value where both the Hydro-Electric and some other form of electric energy are supplied.

The Printing Press Motor Dept. of the Masco Co., is under the charge of A. S. L. Peaslee, who is well-known to the printing and electrical trades throughout Eastern Canada.

CHANGE OF THE CHICAGO OFFICES OF R. HOE & CO.

R. HOE & CO., have recently changed the location of their Chicago offices, and are opening new offices and showrooms on the ground floor of the Rand, McNally Building, at 544 S. Clark Street. Here they will carry in stock a complete line of machinery and supplies for stereotypers, electrotypers and photo-engravers. In conjunction with the new showrooms they have a well-equipped machine shop in charge of specialists, who are expert in the emergency repairing of printing and plate-making machinery of all kinds.

NEWS OF PRINTERS' ORGANIZATIONS

Graphic Arts' Section of Canadian Manufacturers' Association, 1004 Traders Bank Building, Toronto. Douglas Murray, chairman. Montreal Printers' Board of Trade, Chas. H. Tice, Sec.-Mgr. The Master Printers' Assn. of Montreal, W. Cayford, Sec.-Treas. Association Canadienne des Imprimeurs, Montreal. Graphic Arts Board of Trade of Toronto, Daniel Baker, Manager. Master Printers' & Bookbinders' Assn. of Toronto, H. McBride, Sec. Hamilton Master Printers' Guild, A. G. Moore, Secretary. Winnipeg Printers' Board of Trade, Alvin S. Dunbar, Secretary. Regina Printers' Board of Trade. Saskatoon Master Printers' Assn., W. J. Young, Secretary-Manager. Southern Alberta Printers' Board of Trade, E. Hagell Lethbridge, Secretary. Calgary Master Printers' Association, W. Van Hinkle, Secretary. Edmonton Master Printers' Association, R. S. Van Pelt, Manager. Vancouver Printers' Board of Trade, Terence J. Corley, Manager. Victoria Branch United Typothetae and Franklin Clubs of America, J. E. Hildebrand, Manager and Estimator.

The Editors of PRINTER AND PUBLISHER would esteem it a favor if their attention is directed to any errors or omissions in the above list.



Canadian Printers Now Formally Organized

THE GRAPHIC Arts Section of the Canadian Manufacturers' Association was formally organized at a general meeting held in the offices of the C.M.A. at Toronto, on Wednesday afternoon, June 24.

The following officers were elected for the ensuing year: Chairman, Douglas Murray, Murray Printing Co., Toronto; Vice-Chairman, W. A. Desbarats, Desbarats Printing Co., Montreal.

Committee on Cost Systems and Estimating. Chairman, A. L. Lewis, Southam Press, Toronto; Geo. Allan, Reid Press, Hamilton; E. J. Hathaway, Warwick Bros. & Rutter, Toronto; Clarence James, Lyon and James, Toronto; James J. Hurley, Hurley Printing Co., Brantford.

Committee on Trade Matters. Chairman, C. P. Cummings, R. G. McLean, Toronto; H. L. Rous, Rous and Mann, Toronto; Atwell Fleming, Atwell Fleming Printing Co., Toronto; Fred Searle, Brown-Searle Printing Co., Toronto.

Committee on Technical Schools. Chairman, Chas. S. J. Pollard, Winnipeg; T. J. Moore, T. J. Moore & Son, Quebec; Mr. Press, Limited, Montreal; Frank Carrel, Telegraph Printing Co., Quebec; Mr. Mortimer, Mortimer Printing Co., Ottawa.

Convention Committee. Chairman, Geo. H. Sauls, Sauls and Pollard, Winnipeg; T. J. Moore, T. J. Moore & Son, Quebec; — Tarte, La Patrie, Pub. Co., Montreal. Frank Rolph, Rolph and Clark, Limited, Toronto.

Membership Committee. Chairman, Gain D. Cornell, C. R. Cornell, Limited, Montreal; Joseph Mercier, Quebec; E. D. Lowe, Lowe-Martin Co., Ottawa; William McLellan, Winnipeg.

The Executive Committee consists of the chairman, vice-chairman and the chairmen of the standing committees and in addition four other members as follows: John Burgoyne, Royal Print and Litho., Halifax; H. H. Hull, Edmonton Ptg. and Pub. Co., Edmonton; F. M. Kimbark, Business Systems, Toronto; Geo. M. Rose, Hunter-Rose Co., Toronto.

MAY ORGANIZE SUB-SECTIONS.

Section 1 of article 9 of the constitution provides that "sub-sections may be organized in any locality where the need of such sub-section is felt. The members in each sub-section must necessarily be in good standing with the Graphic Arts Section and the C.M.A."

WHAT THE ORGANIZATION STANDS FOR.

The purposes and principles of the Graphic Arts Section of the C. M. A. are admirably set forth in the preamble to the by-laws as follows:

1. To effect an organization which will improve the conditions of the Graphic Arts industry in all its branches.
2. To encourage and foster personal friendship between all employees.
3. To educate themselves and others in accurate cost accounting and installation of cost systems.

4. To disseminate knowledge as to the most efficient plant equipment and operation.

5. To maintain among its members a just and equitable method of conducting its business, always bearing in mind the highest business ethics of fair dealings with competitors, customers and employees.

6. To establish better trade relations and understandings between the Graphic Arts Trade and the Supply Houses.

7. To create committees for the purpose of promoting and furthering the legitimate interests of the industry.

ALL BRANCHES OF ALLIED TRADES REPRESENTED.

The by-laws provide that membership in the section may be had by "any individual proprietor, firm or corporation engaged in the printing, binding, lithographing, embossing or typesetting business." In order to join it is first necessary to secure membership in the C. M. A. and the applicant is then eligible for membership in the Graphic Arts Section. If the membership is in the name of a firm or corporation any number of representatives of such firm or corporation are entitled to attend meetings and participate in discussions, but only one representative may vote.

DUES BASED ON MECHANICAL PAYROLL.

Sections 1 and 2 of article 3 of the by-laws set forth the amount of dues payable to the Graphic Arts Section, as follows:—"Each member in this section shall pay as monthly section dues to the Association an amount equal to three-tenths of 1 per cent. of his mechanical payroll. The mechanical payroll shall be defined to include all employees except office and salesmen."

Application for membership in either the C. M. A. or the Graphic Arts Section may be made direct to the headquarters in the Traders Bank Building, Toronto, or to any member of the Executive or Membership Committee, the names and addresses of whom are given above.

NEWS OF THE WINNIPEG BOARD.

WINNIPEG printers as a rule are a little bit quiet, compared to what they were last year at this time, although some of the shops are very busy.

The first Annual Joint Picnic of the Winnipeg printers and paper trades will be held at Winnipeg Beach, on June 23. This Joint Picnic comprises all of the printing and allied trades in Winnipeg, composed of the printers, publishers, lithographers, bookbinders, engravers, electrotypers, wholesale paper dealers, ink-makers, wholesale stationers, and retail stationery stores in Winnipeg. What we propose to do is to make an annual holiday, and close all of the printing and allied trades in Winnipeg this one day and have a big outing.

H. W. Flagg, U. T. & F. C. A. Head, Chicago, was a visitor at the Winnipeg Printers' Board of Trade luncheon held Thursday, June 4. Mr. Flagg is on his way to attend the Pacific Coast Convention in Vancouver.

Manson & MacDonald, a new concern here in Winnipeg, is the latest addition to the membership of the Winnipeg Printers' Board of Trade. The Board is continuing their publicity campaign by installing a complete plant at the Canadian Industrial Exhibition to be held in Winnipeg July 10 to 18. We will have a cylinder press, two jobbers, paper cutter, stitcher, linotype equipment, complete composing-room equipment, copper plate engraving and printing, engraving and electrotyping plant, and in fact a complete printing outfit, which will be running every day during the Exhibition.

Sauls & Pollard gave a demonstration of the practicability of selling printing from a printed price list, at the North-west Printers' Cost Convention, held in St. Paul, May 16th to 18th, which was the feature of the Convention. Mr. Sauls assumed the position of a buyer of printing, while Mr. Pollard quoted him prices direct from the Winnipeg Printers' Board of Trade price book, on everything that he wanted to start in business with.

ALVIN S. DUNBAR.

ACTIVITIES OF TORONTO BOARD.

THE GRAPHIC Arts Board of Trade of Toronto has been busy among the smaller shops and is establishing a Platen Press Section which gives promise of being a very active branch of the work. Its membership will be restricted to platen press shops not having more than one cylinder.

The Manager is considering the formation of a Summer Class in estimating for those in charge of small shops and giving special attention to the needs of those plants. This class will necessarily be limited in number so as to allow of personal instruction.

Business is still slow, but inquiry is better and there is less keenness of competition than for the last several months.

NEW MANAGER ON THE JOB AT CALGARY.

W. VAN HINCKLE, at one time manager of Victoria Typothetae, but lately proprietor of a printing business at Spokane, has accepted the position of manager of the Calgary Master Printers' Association and took charge on June 1. As reported in our last issue, R. S. Van Pelt, the Edmonton manager, filled the vacancy until Mr. Van Hinckle could make arrangements to take up the work. In the meantime Mrs. Van Pelt "held the fort" in Edmonton, and when Van returned he found everything running smoothly, his wife having kept the Association in apple pie order.

The oil boom has stirred up a considerable rush for the printers of Calgary, and it is being felt also in Edmonton, though of course to nothing like the extent that it has affected Calgary, where the printers have been working night and day.

NEW EDITION OF MONTREAL PRICE LIST.

THE MONTREAL Printers' Board of Trade has for some time past been working on a new Price List with the result that it is now almost complete.

The new edition of the Schedule of Minimum Prices for Printing has been carefully revised and made to conform to the latest experience obtainable from approved Cost Systems. Being issued in loose-leaf form, it will be kept up-to-date and all subscribers will be supplied with corrections and additions as made.

A Committee has been working for some months gathering the time consumed in the different operations of the bindery and shortly we will be able to arrive at a proper basis for the selling of all bindery classes, from pamphlet work to full-bound work.

The Points for Estimators will be found valuable in preparing Estimates.

Tables showing equivalent weights of paper contain the result of nearly five thousand calculations covering all probable sizes from 20 x 25 to 45 x 67, enabling you instantly, without any calculation whatever, to determine the weight of any of these sizes on any of the usual basis weights.

CHAS. H. TICE, Secretary.



CONDENSED EDITION OF CANADIAN NEWSPAPER DIRECTORY.

THE A. McKIM Limited Advertising Agency, of Montreal and Toronto, have just issued their 1914 edition of their Canadian Newspaper Directory. It is a condensed edition, in the nature of a supplement to the 1913 volume, and bringing that edition up to date. It gives a complete list of papers published in the Dominion arranged alphabetically under the several provinces. The place of publication is stated first so that one referring to it can see at a glance, except in the case of the big cities, all the papers published in any town in the Dominion. The frequency of publication (daily, weekly, etc.), the classification (Liberal, Religious, Trade, etc.), and the circulation is given in each case, as is also the population of the places of publication.

In the matter of comparisons of circulation growth a person of an inquiring mind can go almost as far as they wish. The remarkable increases in the circulation of many Canadian papers is well recognized by readers of PRINTER AND PUBLISHER. One or two striking instances will suffice:

For example, the *Toronto Star* which in 1901 had an estimated circulation of 16,500 copies is to-day given a star and black face rating of 82,969. The *Toronto Telegram* is another daily to show a large increase, having advanced from 25,144 to 72,068 copies during the same period. Montreal has not been lacking in examples of rapid growth, the *Star* circulation having grown from 57,545 to 87,403 copies, and *La Presse* from 67,822 to 106,354 copies in the last thirteen years. The tremendous growth of Western Canada is responsible for an equally remarkable increase in circulations of papers which have been established as long as 13 years. *Winnipeg Free Press* has grown from 14,580 copies in 1901 to 66,757 to-day, while the *Telegram* of the same city has kept pace with an increase from 5,230 to 50,935 during the same period.

In looking over the list one cannot help but be impressed with the comparatively small number of papers which furnish sworn statements, as indicated by black figures in the list. It is to be regretted that more papers, of all classes, do not place a higher value on being included in this preferred class.

Beginning next year, 1915, A. McKim Limited intend bringing out the Directory proper, annually instead of every other year as at present.

MONOTYPE EXHIBITION AT NEW YORK CONVENTION.

One of the noteworthy exhibits during the recent convention of the American Newspaper Publishers Association at New York, was that of the Monotype, showing two type casters, one casting type for the cases 5 to 36 point, and one casting lead and rules in strips.

The type caster equipped with the lead mold was the first in operation outside of the plant in Philadelphia and created a great deal of interest among the newspaper publishers and their mechanical



Monotype Type Casters casting rule and type at the A. N. P. A. Convention. The operator appears in the illustration, holding a strip of rule, which is eight feet long.

cal representatives in attendance at this convention. No lead or rule caster has hitherto attempted to cast leads and rules in strips, but galley after galley was produced at this exhibit, cut to lengths of 22 inches and cast at the rate of 32 inches a minute. Some of the 6 point strips which were run continuously through the machine measured from 26 to 30 feet, and a great many representatives of newspapers from all over the country took away with them souvenir packages of nonpareil column rule and different patterns of parallel rule for use in making up page borders, etc.

The Canadian office of the monotype, Lumsden Building, Toronto, will be in a position shortly to give full particulars regarding price and capacity of the mold.



COMMITTEE OF COST COMMISSION WILL PREPARE PRICE BOOK.

AT A MEETING of the Canadian Cost Commission for printers held in Toronto on June 24, the following committee was appointed with instructions to go ahead with the compilation of a selling price list in accordance with the decision of the Cost Congress held in Toronto last April: Chairman, H. L. Rous, Toronto; Gain E. D. Cornell, Montreal; Geo. H. Saults, Winnipeg; A. S. Dunbar, Winnipeg; A. H. Barker, Calgary; R. S. Van Pelt, Edmonton; Chas. H. Tice, Montreal; Daniel Baker, Toronto. It will be noted that this committee includes four Western and four Eastern representatives respectively, also that four of those chosen are professional cost experts, while the other four are "laymen." Thus the committee is well balanced in every way.

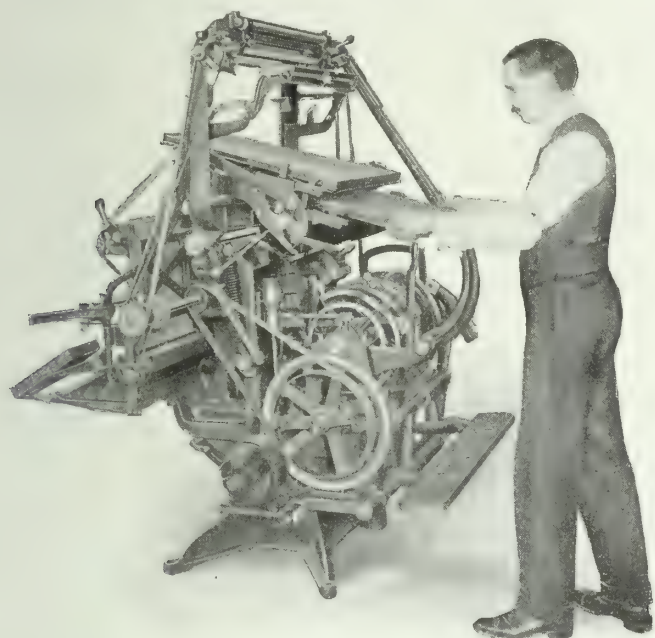
The matter of appointing a committee to confere with the supply houses with the view to securing the adoption of a better basis of credit as decided upon at the recent Cost Congress was discussed. It was agreed, however, that it would be better for the initial step in this matter to be taken by the Trade Matters Committee of the newly formed Graphic Arts Section of the C. M. A. and the secretary was instructed to advise that organization that the Cost Commission would be pleased to co-operate with their committee in whatever way seemed most desirable.

TRADE NOTES

NEW MULTIPLE MAGAZINE INTERTYPE.

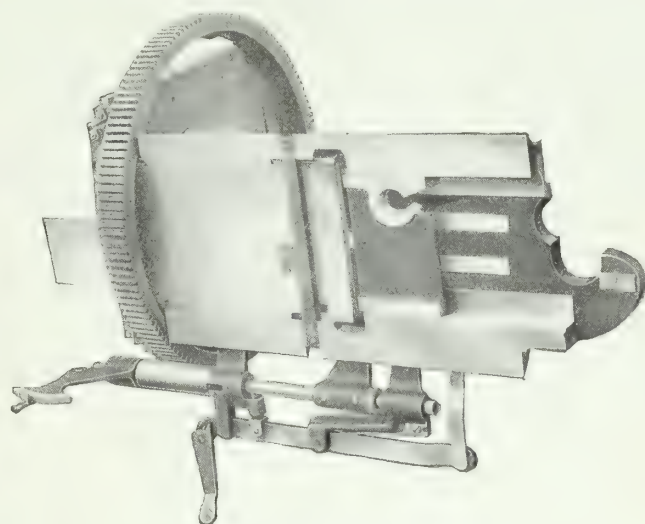
A new two magazine Intertype has recently been brought out by the International Typesetting Machine Co., which combines all the advantages of their single magazine model with the multiple magazine features, and has in addition several valuable detail improvements. The change from one magazine to the other can be made almost instantaneously. The magazine frame has a rocker motion, which makes it possible for one set of keyboard rods to actuate the escapements on either magazine, and only one distributing mechanism

new machine are exactly like and interchangeable with those used on the single-magazine Intertype. The manufacturers claim that there are 360 fewer parts in the escapement mechanism of Model



Removing the Magazine from the Intertype Model B.

ism is required. The channel entrance swings back during the change of magazine so that there is no chance for protruding matrix to get caught and ruin a magazine. The magazines provided for the



The Intertype Universal Ejector.

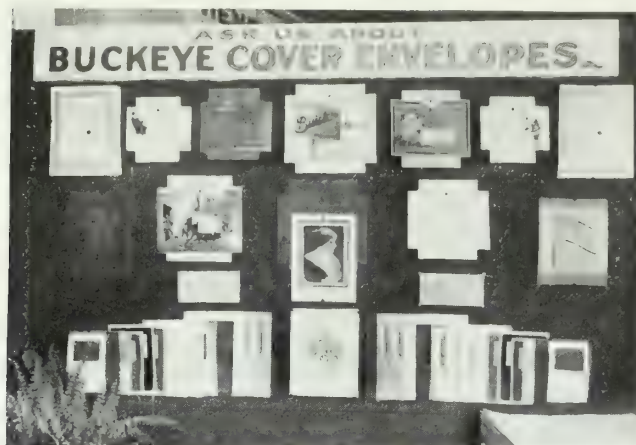
B than in that of any other multiple magazine line-casting machine yet produced. Both of the magazines on the two-magazine Intertype are of full size, and both can be removed from the rear in twenty seconds, just as the Model A magazine is removed. The two magazines are interchangeable with each other and with the Model A magazine—a very important feature in offices using both models.

Among the new detail improvements which have been applied to Intertype Model B, the most important is the Universal ejector having solid blades for all measures from 4 to 30 picas. This ejector can be adjusted by the operator without leaving his keyboard to drive out slugs of any measure and body. It is very simple in construction and will save a considerable amount of time as well as quite an investment in ejector blades. This Universal ejector is illustrated herewith. The new machine also has a font distinguisher which can be adjusted from the front in an instant. There is a new device on the first elevator which takes the place of the spring pawls



A corner of the erecting and testing department of the Brooklyn factory International Typesetting Machine Co.

commonly used in the first elevator jaws. This device consists of a small rod which passes through the jaws. In such a way that the line of matrices is held in securely during the up and down movement of the elevator, the rod being withdrawn for a second to allow the line to enter from the delivery channel and again to let out through the intermediate channel. Another new feature of the Multiple Magazine Intertype is a mould-slide locking device which makes it impossible to start the machine when the mold slide is disconnected and likewise makes it impossible to disconnect the mold



The advantage of matching the envelope with the booklet or catalogue was emphasized in this exhibit by Beckett Paper Co. at the recent New York Exposition.

slide unless the starting lever is pushed in. The spaceband box which has been applied to Model B is said to be a very decided improvement over the one heretofore used. It has a new escapement which makes it practically impossible for a band to fail to drop in response to the keyboard or for two to drop at one time.

SPECIAL DEMONSTRATION OF INTERTYPE AT C.P.A. CONVENTION.

FOR THE benefit of members of the Canadian Press Association attending the convention in Toronto, July 9 and 10, Millar and Richard, the Canadian representatives of the Intertype, have arranged for a special demonstration of this machine by an expert operator-machinist at their showrooms, 7 Jordan Street, on the two days of the convention. The demonstration will be extended to Saturday, July 11, so that members can give their full time to the convention and yet have an opportunity to see the Intertype in actual operation.

BUCKEYE COVERS AT THE NEW YORK EXPOSITION.

ONE OF the exhibits that aroused considerable interest among the attendants at the recent New York Exposition was that of the Beckett Paper Co., of Hamilton, Ohio. The feature of the exhibit was the display of reproductions of catalogue and book-



A portion of the Beckett Paper Co. exhibit at the recent New York Exposition, showing actual work in which Buckeye Covers were used.

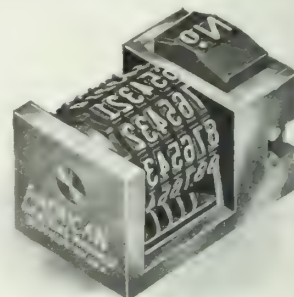
let covers, miscellaneous advertising pieces produced by various prominent printers and embossers for various prominent advertisers. These specimens were notable, because of the variety of

treatment and effect represented on the various finishes, and colors of Buckeye covers. The Beckett Paper Co. are distributing a portfolio of "Proofs" comprising a group of actual work in which Buckeye Cover was used.

A NEW SMALLER MODEL NUMBERING MACHINE.

Owing to the increasing demand for a smaller machine than their Standard Models "30" and "31" the American Numbering Machine Company are placing upon the market New Model "50" shown in the cut above. This new Model measures $\frac{7}{8}$ " wide by 1 5-16" long, and is made with six wheels only. A complete equipment of tools have been installed specially for this machine, enabling the manufacturers to sell it at the low price of \$8.00, whereas all small Models of about this size have been sold from \$16.00 to \$20.00.

The general construction of this new Model is exactly the same as Model "30" with the exception that the thickness of wheels and the size of the case have been reduced. The plunger spring, which governs the life of the machine, is the same size as Model "30" Standard. All wearing parts, such as Drop Ciphers and Ratchets are made of tool steel. It will also be noted that in this Model the style of figures has been changed from Roman to finely proportioned Gothic Figures, insuring neat, legible impressions. Further information may be obtained



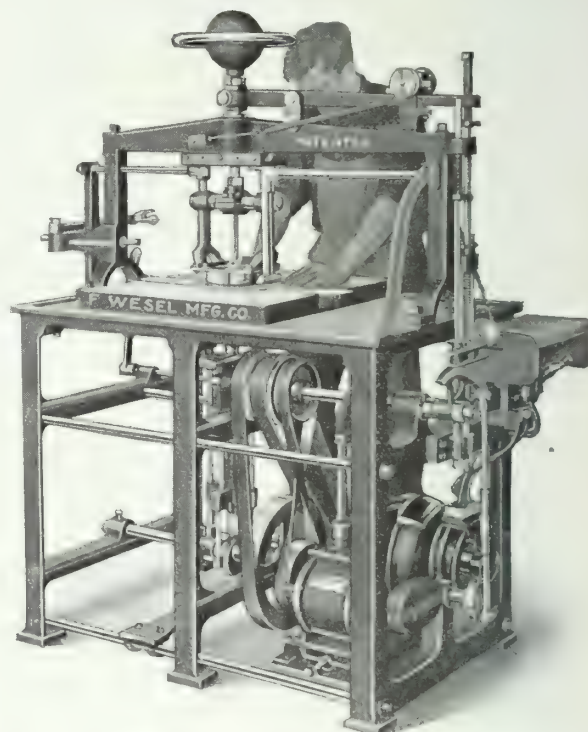
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Impression of Figures

by applying for new catalogue just issued by the American Numbering Machine Co., 224 Shepherd Avenue, Brooklyn, N.Y.

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THE NEW Wesel Electrotpe Straightening Machine was designed to promote greater efficiency in the production of high-grade illustrated catalogues, and in fact any work in which a large number of plates are used. The machine performs the work of straightening plates, bringing up low letters or lines,



Wesel Electrotpe Straightening Machine.

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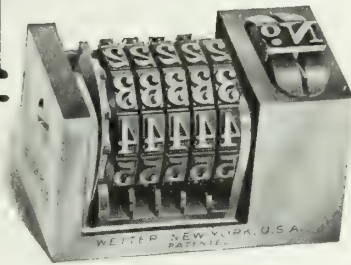
MILLER AND RICHARD AT VANCOUVER.

As announced in our last issue, John Bedford, for the past seven years manager of Vancouver Printers' Board of Trade, has resigned and is now British Columbia representative for Miller & Richard. Mr. Bedford has opened an office at 1137 Bute Street.

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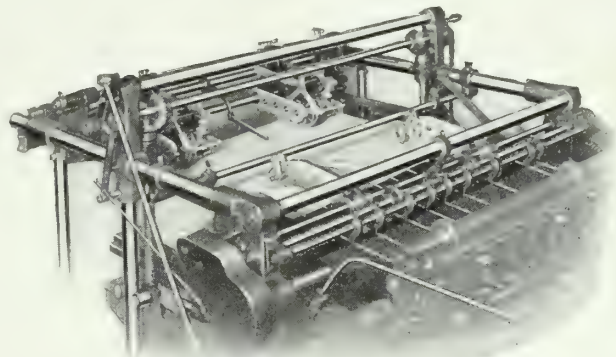
WESEL MFG. CO., New York, have recently placed on the market the Wesel-Middleditch Feeder, which they say is the innovation that has turned feeder development out of the rut and solved the question of feeding rotary or cylinder presses up to the full 100 per cent. capacity.

The Wesel-Middleditch Feeder, which is illustrated herewith, is of the so-called "Pile Type." Stock is handled in piles and when desired a double elevator is employed so that the main elevator can be reloaded while the machine operates.

The combing operation of the Wesel-Middleditch Feeder is entirely different from that of any other feeding machine. On other styles of feeders the combing fingers or wheels must act on that edge of the sheet toward which the centre is to be drawn. Thus the combing mechanism is located at the forward or front edge of the sheet and the entire sheet must be withdrawn by the drop roller before the combing operation can be resumed.

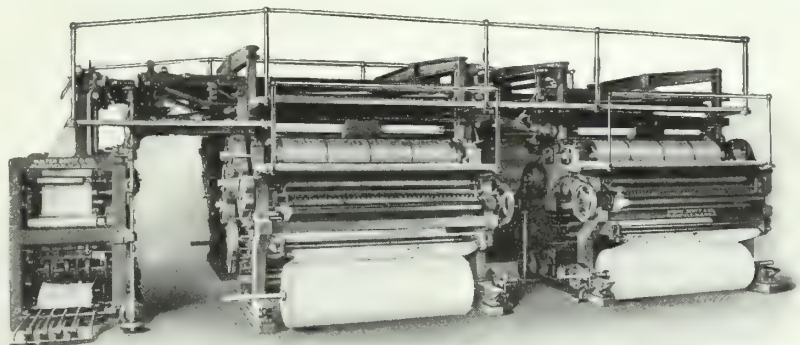
In the Wesel-Middleditch Feeder the very simple expedient is adopted of combing the sheet in the direction opposite to the final movement of the sheet. Combing wheels are located at the extreme rear of the sheet, only a small portion of the edge of the top sheet needs to be removed from under the combing wheels

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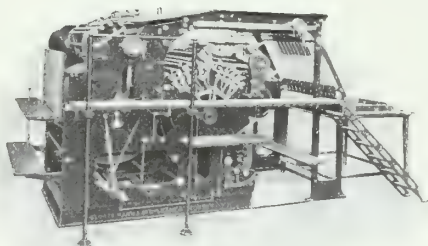
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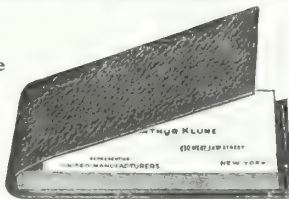
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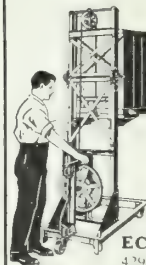
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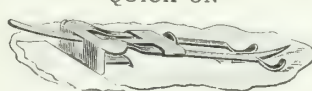
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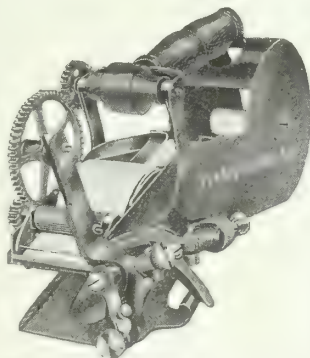
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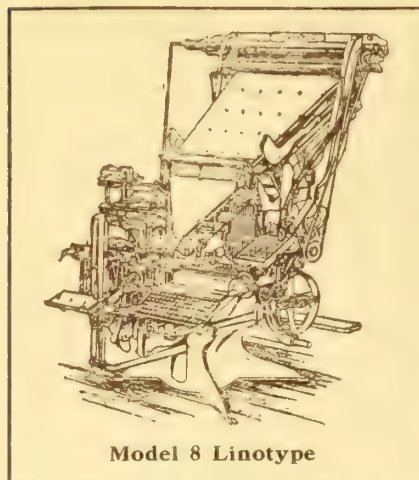
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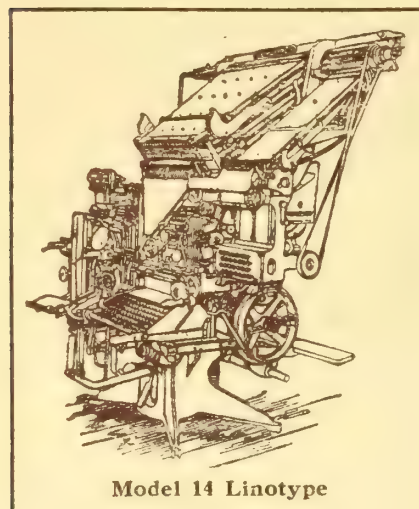
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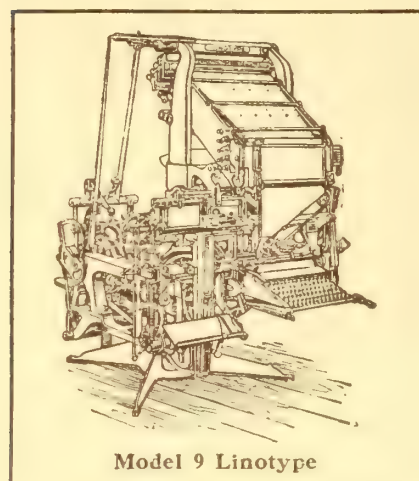
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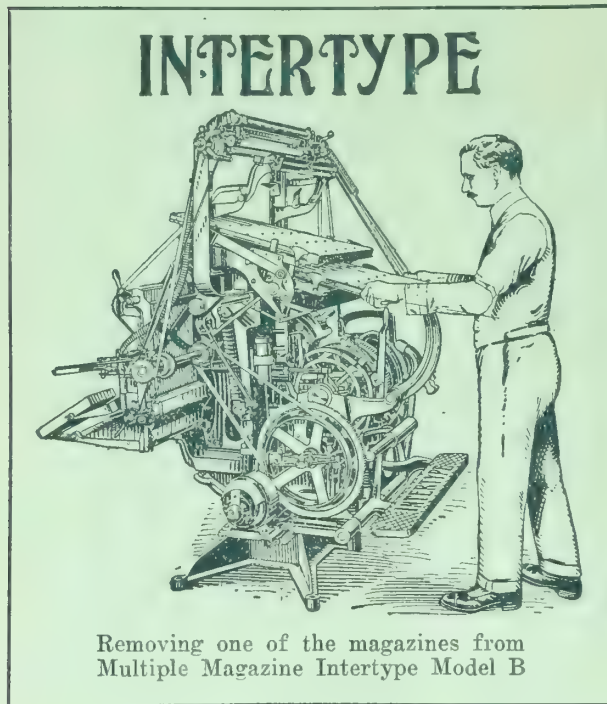


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| Sweden | 1 | 15 |
| Holland | 1 | 4 |
| Hawaiian Islands | — | 1 |
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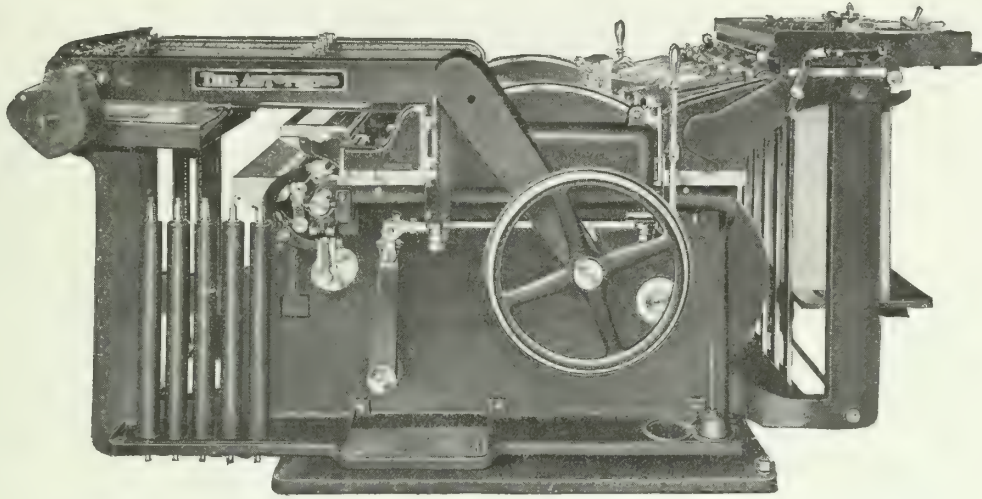
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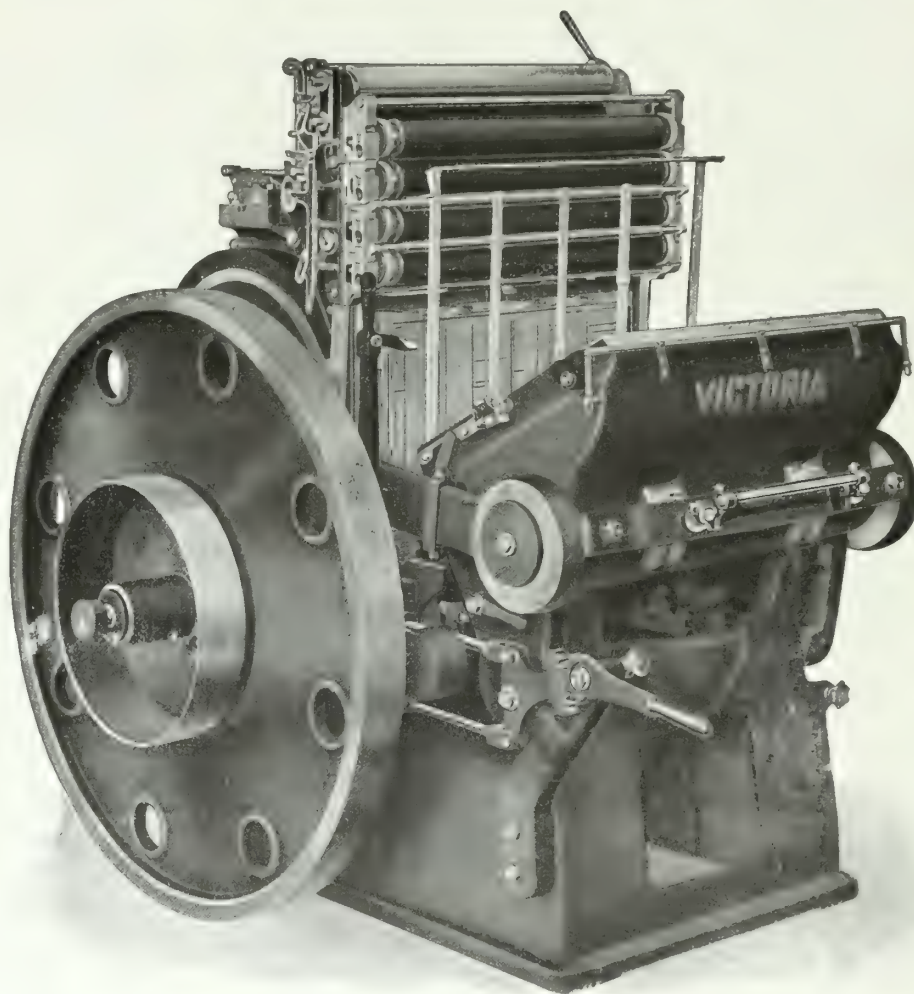
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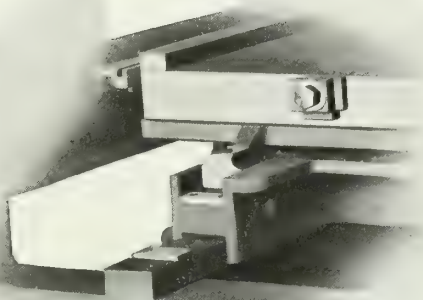
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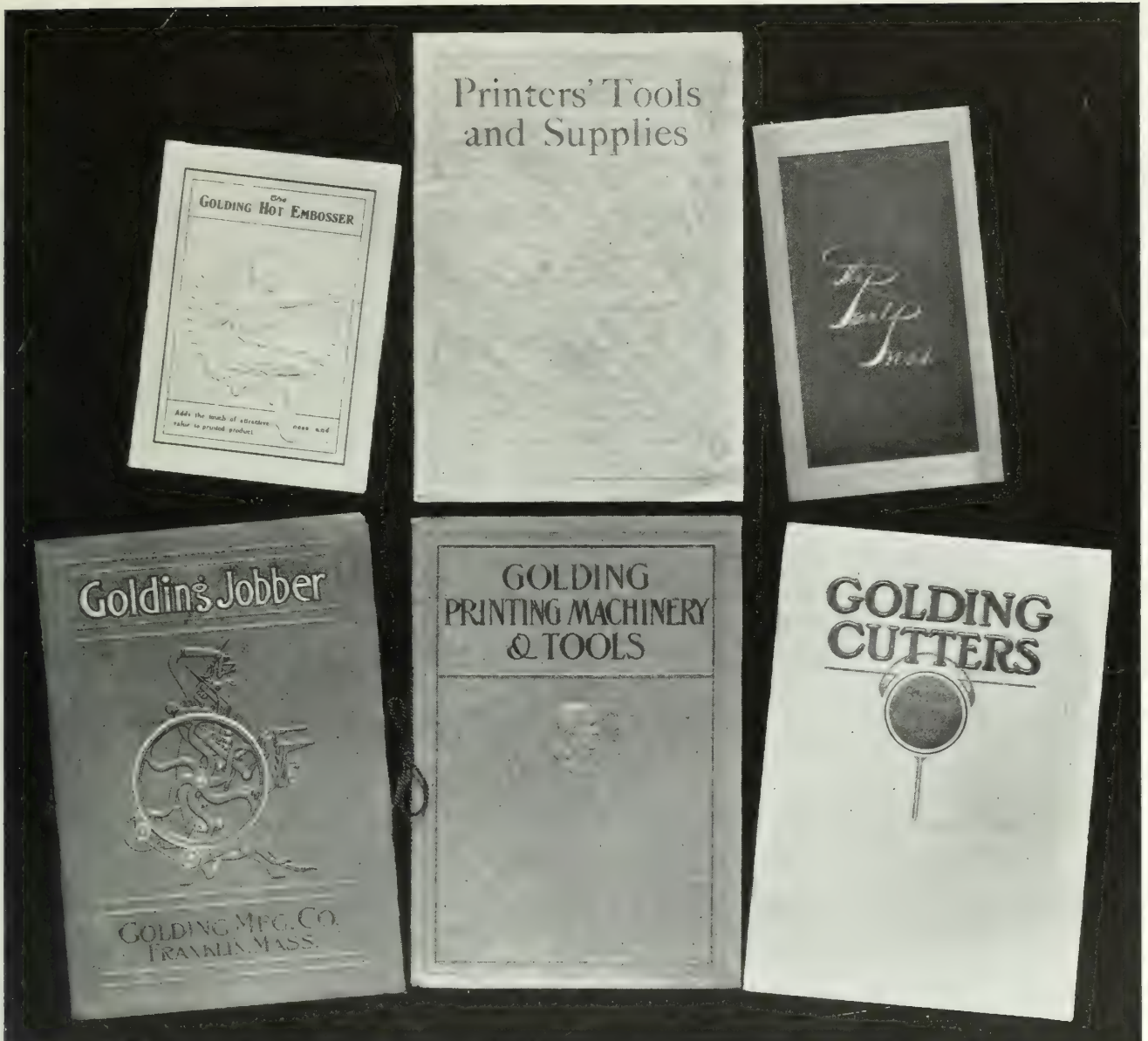
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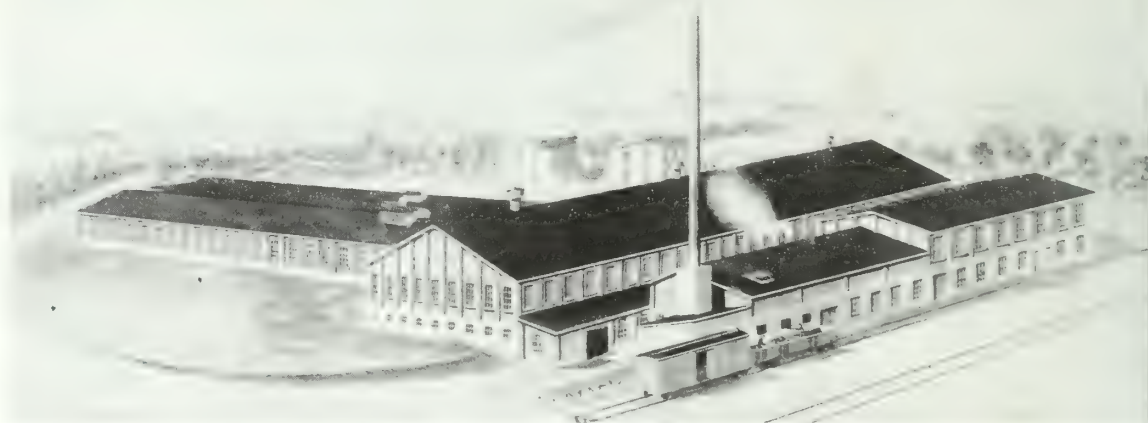
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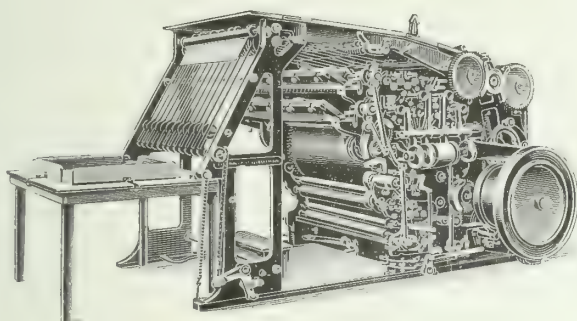
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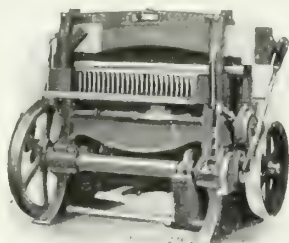
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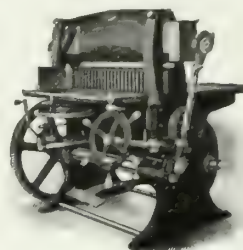
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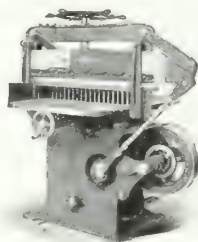
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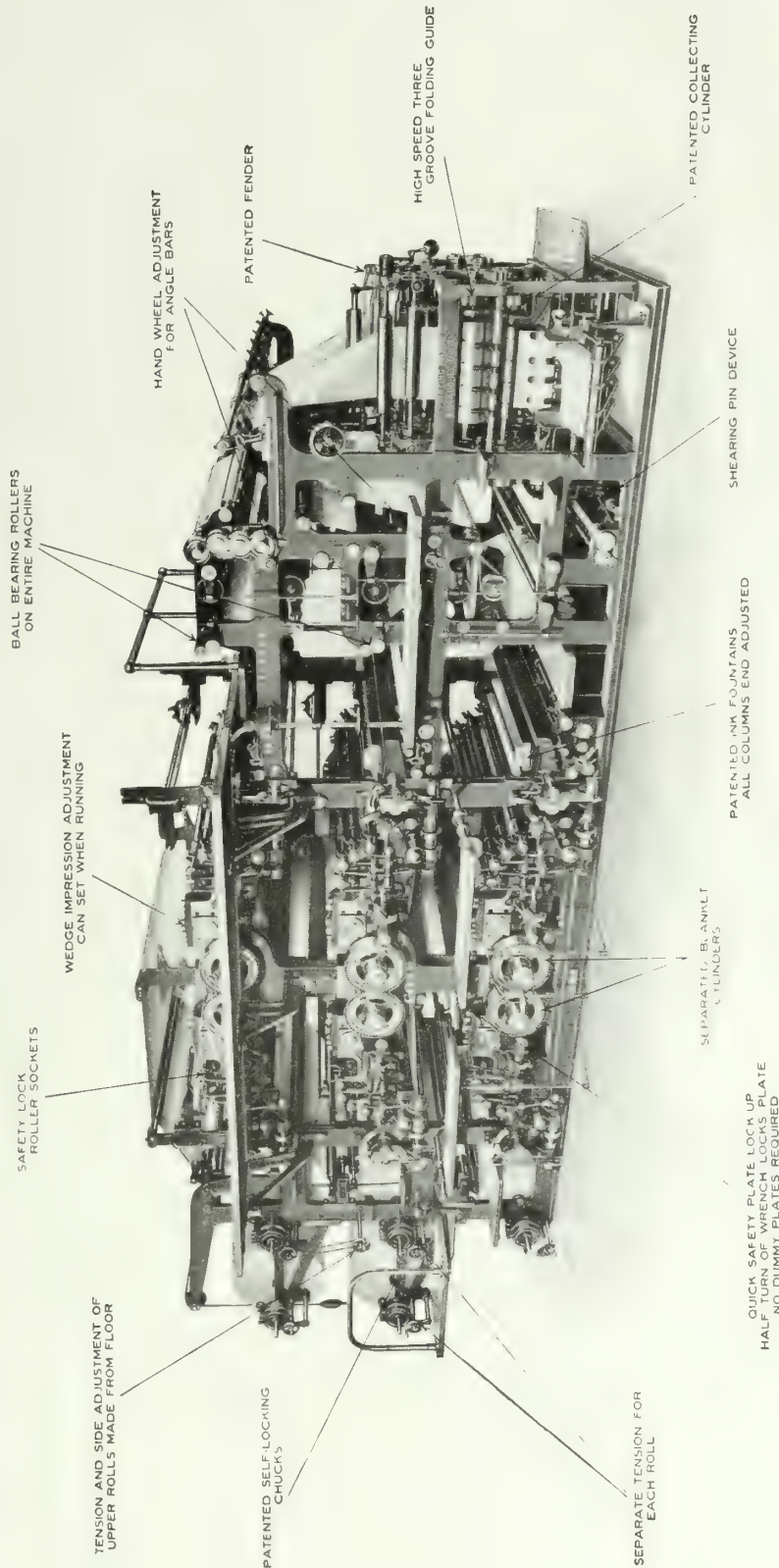
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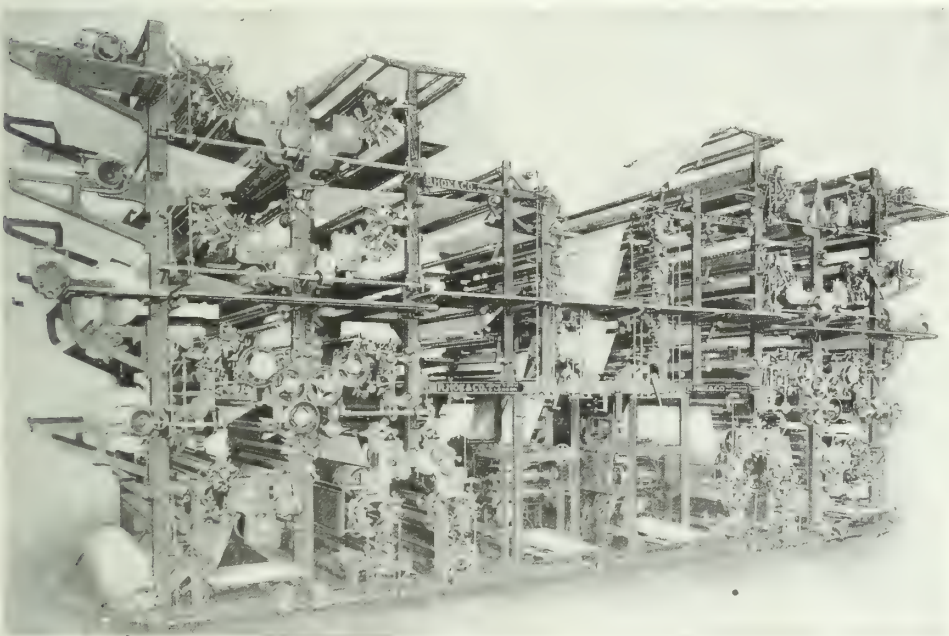
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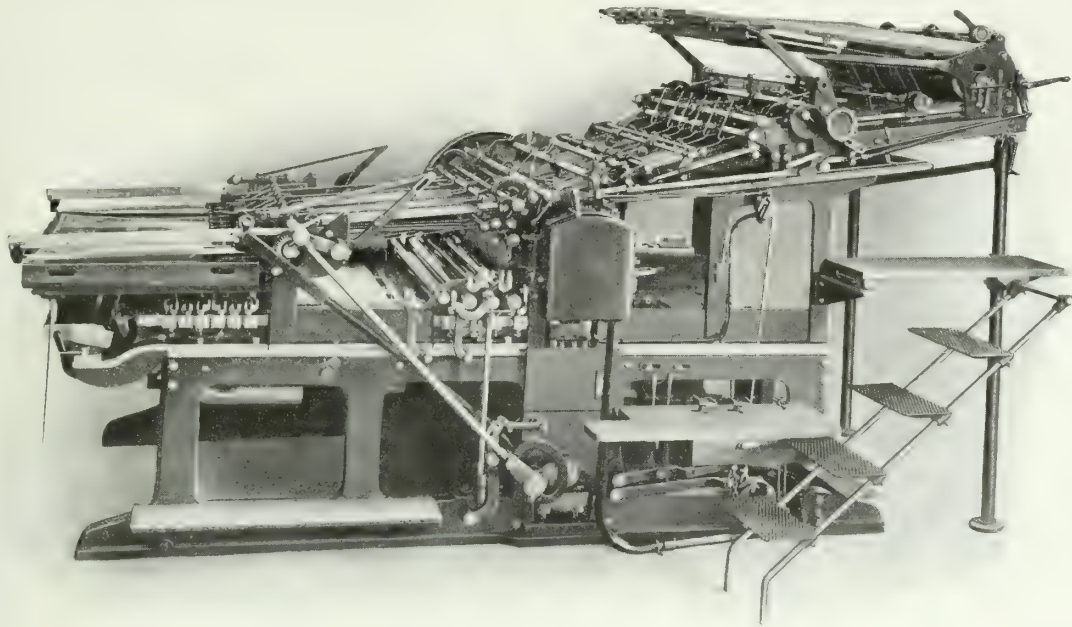
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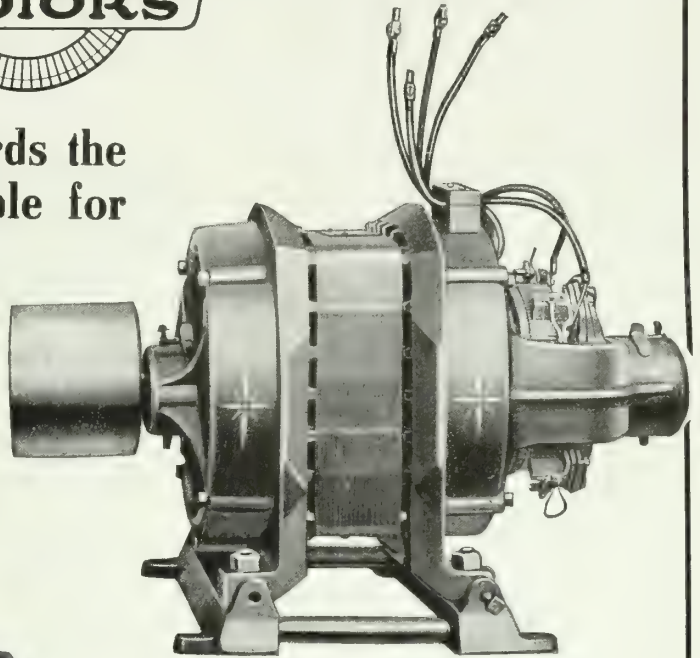
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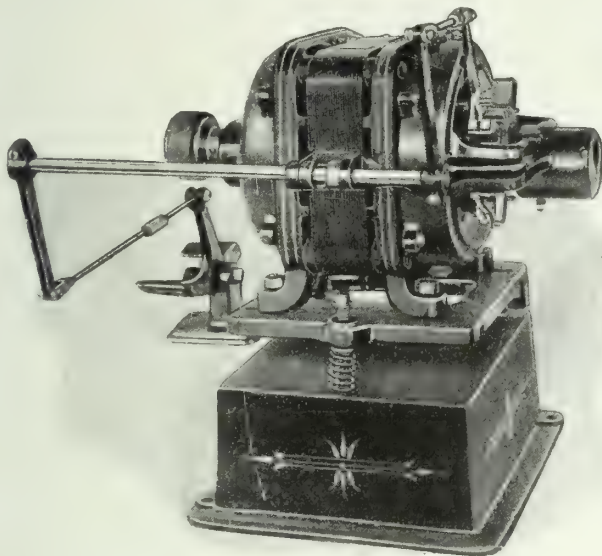


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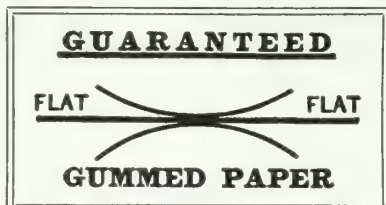
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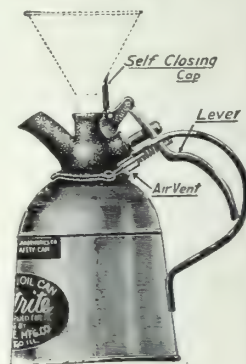
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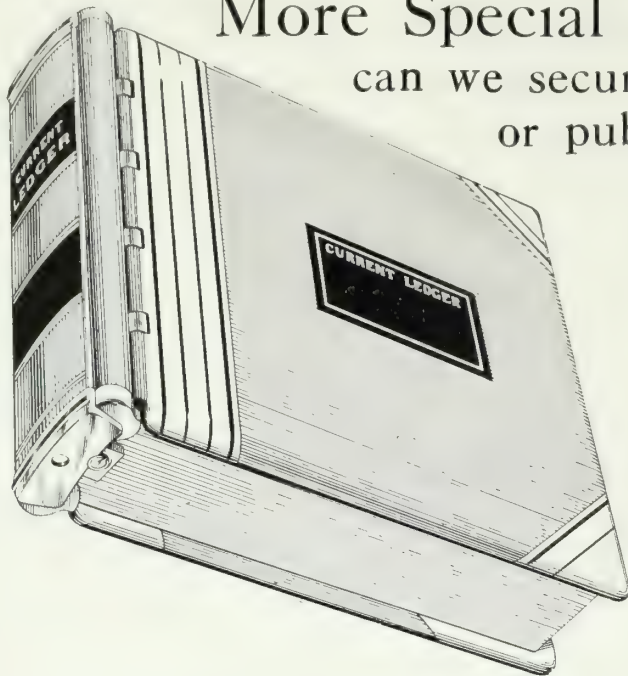
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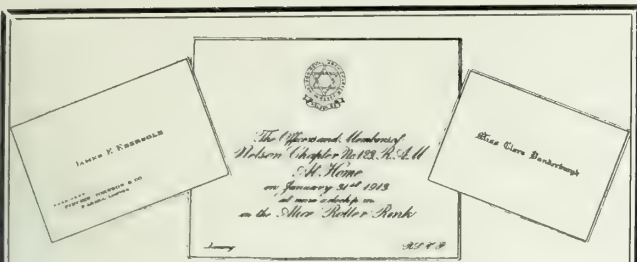
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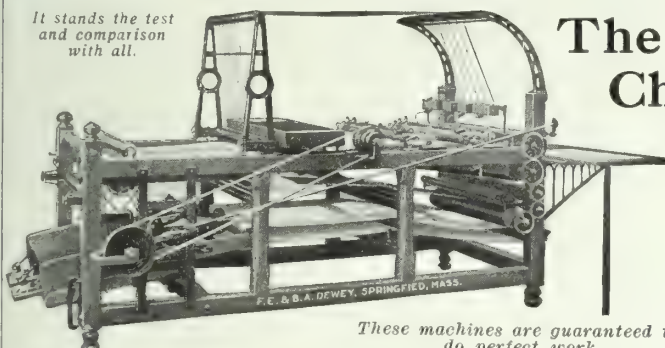
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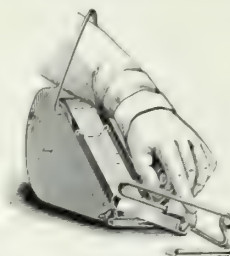
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THE PRINTING ART
CAMBRIDGE, MASS.



Conventionalized View of The Hamilton Mfg. Co.'s Main Manufacturing Plant at Two Rivers, Wisconsin.
From left to right: Warehouse, 1890; Pattern Building, 1890; Wood Type Factory, 1890; New Woodworking Factory, Erection Started 1914; Total Floor Space, 500,000 Sq. Feet.; Power Plant; Main Office, 1912; Woodworking Factory, 1902; Shipping Warehouse, 1906; Steel Furniture Plant, 1912; First Factory Erected, 1881, in Background.

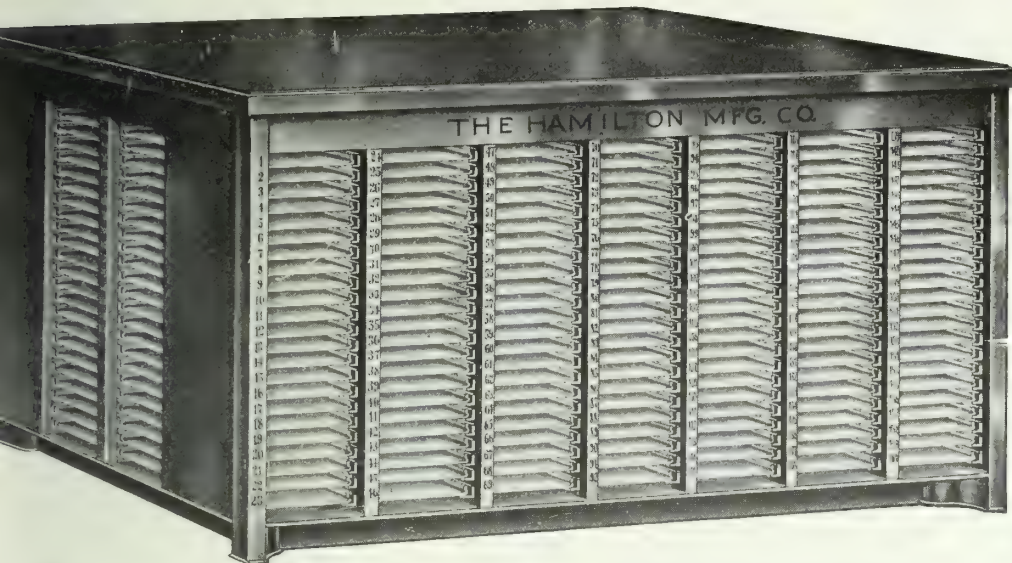
In our last month's announcement we introduced a Unit Style Steel Galley Cabinet designed for economical storage of page matter in galleys. (The modern method.)

This month we offer a new Imposing Table with Iron Surface, arranged for the same purpose.

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The table shown here gives an enormous storage capacity. On the floor it occupies less than 27 square feet and has a storage capacity of 353 square feet, including space provided by the iron top. It will hold 414 galleys, $8\frac{3}{4} \times 13$ inches inside. Each galley opening is num-



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PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



VOL. XXIII.

Toronto, August, 1914

NO. 8

THIS IS C.P.A. CONVENTION NUMBER

THE EDITORIAL contents of this issue consist principally of the report of the 56th annual meeting of Canadian Press Association. For more convenient reference this has been divided into a number of articles. We have no doubt, however, that our weekly publisher readers will read the report of the sessions of the Daily Section with almost as great interest as that of the sessions of the Weekly Section, and *vice versa*, and we are sure much good will result therefrom. One of the complaints heard at the convention was: "There is so much going on I can't take it all in!" So here it is all set down just as it occurred, so that even those who were prevented from attending can get at least a fairly good echo of the helpful and inspiring meetings that were held. We are sure also that every reader will peruse with special interest the article dealing with the postal rate situation and covering the action of the Convention in that connection. And the article containing the magnificent address on "Who makes fraudulent advertising effective?" by James Schermerhorn of *Detroit Times*, should not be overlooked either. Particular attention is drawn to the decision of the Convention regarding objectionable advertising, being the unanimous adoption of the standard submitted by the Advertising Committee.

The Canadian Press Association has grown from infancy to the stature of full-orbed manhood. From being merely an inter-provincial organization, largely of a fraternal nature, accomplishing no work of great significance in the realm of newspaper making, it has become a well organized and well managed business institution, with scope of work and membership bounded only by the extent of the publishing industry in Canada and the limits of the broad Dominion itself. Every member is, in a sense, a shareholder—receiving almost daily actual dividends in service rendered, in information that protects credits and other information that points out attempts on the part of unscrupulous advertisers to obtain free space, in suggestions for the reduction of waste and increase of efficiency by better business methods, in the constant protection of every interest and in innumerable other ways that are admirably covered by the work of committees and of the central office.

The Canadian Press Association is a remarkable tribute to what can be achieved by business men having much in common—by means of that seemingly magic, though perfectly natural power—Co-operation.

Every eligible non-member, whether he realizes it or not, is a beneficiary of the work the Association is doing. His business is being helped by the general work of the Association, especially along the lines of standardizing of newspaper practice, the advertising of advertising, and the improvement and safeguarding of relations with agencies. But no non-member receives more than a fraction of the benefits which come to his fellow publishers who are members. Likewise also the cost attached to membership is, on the testimony of many members, not nearly equivalent to the extremely valuable service the Association renders in return. Any publisher in Canada to-day who is not participating to the fullest possible extent in the work of Canadian Press Association and its territorial divisions is doing himself and the publishing business generally a gross injustice.

But although this Convention was a very important one in that it marked an epoch in the Association's history—the formal inauguration of a Canadian Press Association that is national in fact as well as name—it is by no means to be understood that the C.P.A. has reached the full measure of its usefulness. It is in a position now—through its new constitution and incorporation—to be of greater service than ever before, and there is probably as much new work in prospect for the immediate future as has been recently accomplished and is now in course of completion. And when all that can even be dreamt of now is achieved the future will open up new channels of usefulness for the Association's efforts. There will always be as well the conserving and developing of what has been accomplished and put in operation.

The officers elected—from the splendid man who has been chosen for President to the youngest committeeman—have been selected with a regard for their proven ability and willingness to serve, and they can be depended upon to continue the magnificent work that has been carried on under the retiring administration. It is a high tribute to the newspaper business that it produces men of such sterling worth and unquestioned ability as those who filled the offices and committees last year and the still larger number that have been chosen for the new term in compliance with the new constitution.

Canadian Press Association has established its right to exist by the immutable law of service and its work will go on progressing and expanding and always reaching upward to higher ideals from year to year. Whether you and we will participate in this great uplifting and upbuilding work is for us to decide—but if we do not we will be the losers.

—THE EDITORS.



SOLID STEEL GALLEYS



The life and value of a galley depends upon its strength, solidity and ability to withstand the effects of warping. Our own make of solid steel galleys combines with these essentials moderate price and accuracy.

They are made with high-grade cold-rolled steel bottoms, and rolled steel angle sides (fixed with steel rivets). They are practically indestructible, and are treated with a special non-corrosive coating to prevent rusting. Supplied in the following sizes inside the galley:

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Accuracy of make-up and lock-up is essential to perfect register, especially in color work. The use of steel furniture ensures perfect make-up and lock-up, and eliminates the risk of portions of the form working up on the press. More than that — it saves time and labor in making up blank spaces, and your forms are lighter, truer, and can be locked up more securely.

Our Steel Furniture is made from high-grade steel, with the greatest accuracy and superior finish to the American Point Standard. It is made in 24-point and 36-point body (which work together); the 24-point having one notch and the 36-point two notches. Cases to hold furniture at nominal cost.

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Co-operation in the Plant*

By A. L. Lewis

Manager Southam Press, Limited, Toronto

EDITOR'S NOTE.—Not only does this article by Mr. Lewis prove the soundness of the policy of co-operation throughout the entire establishment, incidentally giving valuable suggestions to other men upon whose shoulders rests the responsibility of management, but it should also be an inspiration to all who are ambitious to rise in their chosen profession and who are anxious to attain success by the right road. The significance of this statement is apparent when we mention that Mr. Lewis has risen from the necessarily humble positions of messenger boy and "devil" by sheer perseverance and application, never despising the knowledge possessed by others and evolving certain definite principles that have spelled success for himself and his employers. That he still retains this regard for the intelligence of others and appreciates the value of "team work" is manifested in the spirit of co-operation that pervades the establishment of which he is manager, resulting in increased efficiency, greater profits and congenial conditions of employment.

THE WORD "co-operation," as it is looked upon in our office, could be defined "team-work." Co-operation, when it means "team-work," needs no argument as to its desirability. Results have been obtained, both in work and play, by team-work that could have been accomplished in no other way.

Our business has been very carefully, and we believe almost scientifically, organized with one definite object—to see that no man's work overlaps another's; that each man may have nothing but his own definite duties to worry about; that each man may become a specialist in his particular line. Naturally, we have in each case selected the man we think best suited for his particular duties.

FIVE EXECUTIVE OFFICERS.

FIRST, there is the manager, the individual whose prime duty is to return to those with money invested as many cents as can fairly be returned on each and every dollar invested. Now, as to whether he should accomplish this by doing a small amount of work at high prices, a large amount of work at low prices, by high-quality work, large edition work, or specialty work, is not to be considered here—he simply must get back enough money to justify the investment.

SECOND, the sales manager, whose duty it is to handle the sales organization necessary to get the work required to keep the plant busy enough to get this money back. Under the sales manager we have an estimator, who, with the sales manager, has all to do with the work before it is work—he, in a way, plans the work, selects the paper required, makes the dummies and builds all estimates.

THIRD, the service man, who makes out all dockets—his information being gotten from a special instruction form, on which all information must be given, furnished by the sales manager—orders all paper, all engravings, in fact, all merchandise to be used in connection with all orders. Orders for merchandise given by any

one else—half-tones, for instance, by travelers—are not recognized. Naturally, having ordered all merchandise, he O.K.'s all bills as to quantity and price. We have found that concentrating all buying with this service department has saved us a great deal of trouble—chiefly in that the right quantity is ordered. Paper, cuts, etc., are gotten in on time, and all bills are passed promptly.

The service man acts as a go-between for the sales and production ends. He makes all promises. Salesmen, or the manager, in our place must not make promises as to proofs or delivery without his approval. He schedules work, whether it is promised or not, and is the only one held responsible by the management for any fall-down in service. His instructions are to give service, to engage all the help he needs in the department—but to give service. One method our service man adopts we believe worth passing on—that of anticipating the customer's wants. We find that by calling up the customer with reference to work wanted, before he calls us up, we can very frequently get additional time. This kind of care brings further orders. It shows personal interest.

FOURTH, the superintendent, who the minute work gets into the factory is responsible. He has all to do with the quality and quantity of product. He, of course, has his staff, consisting of hand composition foreman, monotype foreman, small press foreman, cylinder press foreman, bindery foreman and shipper.

FIFTH, the accountant, with a staff to collect all time, extend all dockets (with a final O.K., in some cases, by the powers above), render all bills, get in the money, and pay all accounts.

Each of these officers has an understudy, or understudies, according to requirements.

Having organized, the proposition was to get the various units to work together for the house, to have as their one motto "Success for Southam Press," not only the officers, but each and every workman under them.



A. L. LEWIS

*Address delivered before the Third Canadian Printers' Cost Congress, Toronto, April 16 and 17, 1914.

PERSONAL INTEREST OF ENTIRE STAFF.

Now, in the first place, there has always been a difference of opinion as to the degree of familiarity that should exist between the one fortunate or unfortunate enough to be the manager and those under him. I have often heard it argued, on the basis that familiarity breeds contempt, that the one in charge should keep his assistants at a distance. I believe that one cannot sell goods to advantage without getting on a real personal basis with his customer. He cannot, at least, continue to sell to the same customer without being on that basis, and without giving good work and service, and he cannot give good work, and particularly, good service, without having the *united efforts and personal interest* toward *service of all his staff*, and he cannot get this personal interest without getting on a close personal basis.

Look at it another way. There is not any one man in the plant who has a corner on all the brains in the plant, and an early realization of the fact by the man in charge, with a resultant search for knowledge and information from those directly in charge of, or engaged in, the various operations—the encouragement to these men to share their ideas and to accept the responsibility each for his own efforts, is decidedly beneficial to the man in charge. I make this statement on the assumption that a man performing certain duties, *if he is the right man*, will know just a little more about his particular work than any other individual.

Before doing anything effective in co-operation, or "team-work," there must be accepted by each and every unit the feeling that all are necessary to the success of the plant. I once heard a stenographer refer to another young lady as a "mere shipper." Now, whether one is a mere shipper, a stenographer, a compositor, a pressman, a foreman, a superintendent, a salesman, the manager or the owner, each is necessary in his particular capacity, and each must be recognized by the others as necessary and looked upon with respect. Each must work to be the best in his line, and some recognition by his fellows and those higher up will help wonderfully. Incidentally, we are all vain, and I have never yet found a conscientious workman who did not appreciate being complimented.

Giving service, however, would not get any one anywhere, if it could not be done profitably. Through taking personal interest, we believe we have created personal interest among the staff toward *service to the customer*, and we are getting, through this personal interest and the use of the cost system, *efficiency*, with its consequent elimination of waste, and increased production.

HOW TO REMEDY A COMMON ABUSE.

We hold weekly in our office a meeting of all heads of departments, at which we discuss errors we have made, all "spoiled work" being charged for cost-finding purposes, to the particular department responsible, after each spoiled job has been thoroughly gone into, as to how it occurred, and as to how it can be guarded against in the future. Have found a sufficient fall-off in "spoiled work" to make this one item justify the time taken. All these discussions are mighty interesting and instructive. Each man has learned to feel that the troubles are not being gone into for the purpose of showing him up before his fellows, but for the purpose of overcoming our plant weaknesses. The interchange of ideas and the association one with the other have helped wonderfully in eliminating from our office a feeling that has existed in print shops from time immemorial between the various departments, particularly between the composition and press ends. Am proud to say that for six months I have not heard any one department try to lay trouble on any other.

Anyone in close touch with his business cannot but agree with me that one of the great troubles with the business is the delay in the press-room, on account of forms going in poor shape from the composition end to the press end. We have not overcome this trouble, but we have half a dozen as good printers as are procurable in the country working on it, and are well under way.

"WAITING" TIME ON PRESS REDUCED.

The combined study of the various heads and the personal interest generated have eliminated much waste, such as lost time through waiting for ink in the press-room, where our record stands over twelve months at 4 hours and 33 minutes per month over all, or 20 minutes per press per month, or 9 seconds per press per day. Through waiting for paper our record over twelve months is 6 hours and 7 minutes per month over all, or 27 minutes per press per month, or 1 minute per press per day; neither of these showings is as good as we expect to make it, but both of them we believe are fairly satisfactory when the volume of work is considered, and both were made possible by a smoothness in running arrived at through the "team" effort of a staff of intelligent and personally-interested workmen.

At these meetings we discuss work in progress, and extra effort is often secured on some important work going into the place. We as a committee plan work, and generally it is so planned that it runs smoothly, and generally more smoothly than planned.

One case particularly, where the meeting and joint discussion of work we had in view has left a deep impression on me. It was work wanted badly, and we had reasonable expectations of getting all we could or should handle. We brought into this particular meeting, in addition to the regular heads, two of the journeymen chiefly interested, and put it to the meeting that we could get almost anything they would do. After a good deal of study we decided on a certain amount, say \$10,000 worth. The next day one of the journeymen came back to tell me that he had been thinking during the night, and that instead of handling \$10,000 worth he ~~felt~~ we could do \$15,000. Personally, I had not any doubt of it, but believe the policy of making the plant responsible was a good one. The journeyman was bonused.

2,035 "ENTRANCES" 37 "LATES."

We have always had a good deal of trouble with "lates." Had been working on the basis of a first "late" a week no charge, two and over in one week a deduction of one half-hour for each "late," with no come-back through way of extra payment for a few minutes' overtime at night. In an endeavor to overcome the difficulty, we called in some of the men to the weekly meeting, explained why it was necessary, and how anxious we were that they get in on time, and that the money we got out of a half-hour's fine for a two-minute "late" was not what we were after—the object of the heavy fine being to force them, in their own interests, to be in on the minute. At this meeting we found that there was a decided feeling that they were not being fairly treated. We asked for a basis, and, on their suggestion, finally adopted, for a two months' trial, one where we charged only 15 minutes for a "late" and added 15 minutes for any overtime over six minutes, or 1 unit. In week of March 18th we had 210 "lates." Last week we had 37, a decrease of something like 73 per cent. Now, where 185 people each make 11 entrances a week, or 2,035 in all, I believe that 37 is a pretty satisfactory showing. It is a percentage of 1.8 per cent. By working with the men, we have succeeded in getting them to work with us toward the improvement of an old-time evil in the printing business.

To illustrate how a kindly word is much more effective than a positive order, when the attempt was made to overcome our weakness with regard to "lates," the foreman of the press-room made a personal appeal, in the form of a bulletin, reading as follows: "Boys, please get in on time, and save me trouble in the office." The appeal reduced the "lates" in that department from 26 in one week to 3 the next. Three "lates" in one week from, probably, 25 men, making altogether 275 entrances, we consider fairly satisfactory.

REST ROOMS A PROFITABLE INVESTMENT.

In order to get this spirit of "team-work" and personal interest in the success of the house, we have tried in several ways to make conditions as pleasant as possible, and the expense so incurred has been so slight that those who have not done so need not hesitate to follow suit. For the men we have a smoking-room for use at noon hours. The furniture and equipment cost altogether \$115.00, and the actual cost to us for maintenance is made up as follows: cleaning, \$50.00; rent, \$40.00; light and heat, \$10.00; interest, at 6 per cent., \$6.90; depreciation, at 10 per cent., \$11.50—making a total of \$118.40 per annum, \$9.86 per month, \$2.28 per week; a little over 2 cents per week per man, or four-tenths of a cent per day per man.

For the girls we have gone a little farther. Their room has individual lockers, a couple of lounges, a dozen and a half comfortable rocking-chairs, several tables, a piano and cooking utensils; is nicely decorated and curtained and supplied with magazines. The furniture is all "mission," and the decorations and curtains a harmonious green. Altogether we believe it has a decidedly restful and homelike effect. The total equipment cost \$215.00. The cost of maintenance is made up as follows: cleaning, \$50.00; rent, \$40.00; light and heat (gas cooking), \$15.00; interest, \$12.90; depreciation, \$21.50; rent of piano, \$60.00—a total of \$199.40 per annum, \$16.60 per month, \$3.83 per week; or 10 cents per week per girl, or one and a fraction per day per girl.

Must admit that the sound of the piano throughout the plant at noon hours was at first, to say the least, startling; but, like everything else, one can become accustomed to it—one can, with training, learn to appreciate the music of a piano as well as that of a printing press. The music and brightness of the room make a pleasant break in the girls' day, and we believe they tackle the afternoon's grind with more spirit and with lighter hearts. Incidentally, we believe that by operating under these pleasant conditions, we secure a better class of girls, there being no trouble in getting any number required. With better girls working with proper spirit, we get greater efficiency and more product.

On the opening of the men's room we requested that all smoking be confined to it. This meant a 10 per cent. reduction in insurance rate, or \$65.00 per annum, so that the men's room cost us really very little.

A SUCCESSFUL HOUSE ORGAN.

Toward the furthering of the co-operative spirit, we publish monthly for circulation among our staff *only*, a house organ. The matter is compiled by a committee of three of the staff—one executive and two journeymen—and in it appear records made in bindery and press-room, letters of commendation from customers, references to stunts in the way of production and articles on efficiency and co-operation. Suggestion boxes have been placed on the various floors, and some of the suggestions received are particularly good. Of course, at first, there was a good deal of "kidding," and some "intended-to-be-clever" stuff came in, but, on the basis that we are all boys, it was overlooked. Have not just decided how, but we are going to work out some plan of remuneration for good ideas. Really good ones, and those accepted, are published in the paper. Space is given to personal items, the idea behind the journal being to work up a feeling of "team-work" and create personal interest in the customer and his work, and in the success of Southam Press.

Certain improvements in our methods are under consideration. Certain new features will, in time, be introduced, but our procedure in such cases is to have the new feature thoroughly understood by the help before installation. Printers are essentially intelligent men, but intelligent men resent being *forced*. The beauty of our method is that, instead of forcing anything, we are able to have the men work with us. Our meeting decides on any new feature, and once it has been decided upon, it is up to them to operate it.

Incidentally, if any of you have not a cost system, or, for instance, an up-to-date system for collecting time—and if you have not, you should—I would suggest that you interest the help in the importance of having same before you introduce it. Your doing so will very materially help you in its operation.

AVOIDING OVER-EQUIPMENT.

Any additions to the plant are discussed and decided upon by the meeting. We, if necessary, in order to be on the right track, have the individual, or individuals, most interested investigate other plants, if necessary in other cities. Under these conditions, when installations are made, we feel they are under obligation to make good.

Working out our policy of getting as much production as possible from as little equipment as possible, we have been able to persuade the meeting that certain additions to the plant have not been necessary. In other words, have succeeded in getting greater production from existing equipment.

Some justification of the efforts along these lines is found in results we have had in the annual showing. For obvious reasons, instead of using actual amounts, I will have to use percentages. The business of 1912 showed an increase over 1911 of 16 per cent. in sales with, naturally, a greater percentage in profits; in 1913 over 1912 of 32 per cent. in sales and a still greater percentage in profits. An increase of 53 per cent. in production in two years on practically the same equipment.

In 1910 an eminent American efficiency engineer made a report on the place, and placed our possible output on a certain equipment at a certain amount. With that certain equipment we have increased his possible output by 65 per cent. We have an idea that with the same machinery, but with a few more men, at a slightly increased wage cost, that we may double his figures.

We attribute this satisfactory showing to "team-work." Had our staff not been interested in the business, they could not possibly have produced to such an extent. We find a genuine willingness to give us the best they have, and we have no trouble in getting our men to meet unusual demands in the way of extra work and overtime. Had they not felt the loyalty they did, and do, we could not have possibly made the showing we have.

One of the bugbears of the business is the unusual demands in the way of quick deliveries, and without a staff who delight in performing stunts in the interest of the house, we would not have been able, in a great many important cases, to have made good.

A CREDITABLE TURNOVER.

By referring to the Ontario Bureau of Labor report for 1913, page 272, we find that in the experience of 22 representative Ontario offices, our own included, where capital was employed to the extent of \$1,190,288, gross production was secured to the extent of \$1,507,539, a turnover of 1.26 per cent. Our own records show that our capital has been turned over 1.97 times, or 71 per cent. better than the average. These figures, I believe, form a very forceful argument that one of the greatest evils of the business as it stands in Ontario to-day is over-equipment. Not anything like what should be is gotten out of our present facilities. I would venture to say that there is one-third more money tied up in equipment than the demands on the business require. A concerted effort toward this policy of the greatest possible production

from the least possible equipment would put the craft, as a manufacturing business, on a much better footing.

From the experiences of the same twenty-two offices, again our own included (page 294), we find that where \$633,645 was paid out in wages, the gross product was \$1,507,539, showing wages to be 59 per cent. of gross product. In our plant, wages represented 32 per cent. of gross profit. What makes this exceedingly gratifying is that where the average wages paid in the twenty-two offices was \$567, our average was \$732, or, in other words, we paid \$165 or 28 per cent. more than the average. These statistics show that where 1,089 employees produced \$1,504,039, or \$1,381.12 per man, 185 employees in our place produced at the rate of \$2,270 per man, or about 64½ per cent. above the average. For every \$1 paid in wages, the average office gets \$2.38 in production, while we have gotten \$3.16—a decided argument in favor of skilled, well-paid help toward efficiency and increased production.

CO-OPERATION IN THE PLANT.

Co-operation in the plant, backed up by a cost system behind a traveler, gives him confidence—in fact, gives the whole institution confidence. Incidentally, I believe the best advertising a printing-house can have—next, of course, to the kind words of one customer to another—is the appreciative remarks passed around by the workmen themselves. Have no hesitation in saying that my idea of the chief usefulness of a cost system is its power as a sales force. Some of our best accounts during the past year have been secured by our demonstration of the cost system and its consequent efficiency. Some way or other, too, business men like to see a business run on business principles, and it is a pretty well-established principle that no man can run his business on business principles without knowing his costs.

You will, no doubt, have had, as we have had, and will continue to have, discouragement—and lots of it—before attaining your object. There will often be moments when you wonder whether your efforts toward better conditions are appreciated. But I assure you that our experience in seeing thirty to forty men putting in a pleasant hour in their smoking-room is worth the \$2.82 per week, or half cent per day per man, it costs us. The same feeling, I have no hesitation in saying, applies to the girls' room.

INCREASED PROFITS DUE TO TEAM WORK.

One could not think of attaining "team-work" without absolute fairness, just as one could not expect to build a large business without absolute fairness to the customer. Fair play to the employees will produce a spirit of fair play to the house, and fair play to the employees and, in turn, by the employees to the house, are among the first essentials toward "team-work," or co-operation.

If there is one point in connection with my two years' experience with Southam Press that has made me extremely happy, it is that I have had to make no changes. The staff as it was then stands; the work has been re-arranged, it is true, but the same individuals are in charge.

As to how far we shall go in co-operation I cannot say. Mr. Southam has ventured the remark that if I can work out a real co-operative profit-sharing business, I will have accomplished something worth while. With such backing we have, no doubt, the opportunity to do good work. When talking about profit-sharing businesses, I might state that the directors have been good enough to feel that something like 8 per cent. of our net profits last year should be divided among the staff in the way of either stock or cash bonuses.

The basis of distribution, however, was probably not ideal, being on the management's idea of service rendered, and the individual amounts ran from \$500 down.

One of the firms in this city, the Hunter-Rose Co., is giving each of its employees a week's holiday, with pay, each year. This is a very commendable step, and I have not the slightest doubt that it will bring very satisfactory results.

Gentlemen, in conclusion, I would urge that you study *co-operation*, meaning by co-operation—"team-work." "*Team-work*" produces *personal interest* and *efficiency*. Personal interest in the success of the house, and in the customer and his work, and efficiency in its production, result in real *service to the customer*. Service to the customer brings *repeat orders*.

First orders are practically useless unless we can by them bring others. Repeat orders mean *increased business without sales expense*, and such business spells *increased profits*.



The Graphic Arts Section of Canadian Manufacturers' Association was formally organized on June 24. The printers of Canada now have an organization the basis of which, if not absolutely ideal, is as nearly so as can be obtained at present. It is deserving of the confidence and support of every Canadian printer. Write to the Chairman, Douglas Murray, Murray Ptg. Co., Toronto, for information and membership blank.



A portion of the exhibit by Herald Press, Montreal, which was one of the most striking in the Printing Section and showed convincingly how well Art and the Printing Press have become the handmaid of Commerce.

The Exhibits of Printing at the Recent Ad Clubs Convention, Toronto

CONSTITUTING one of the most important features of the Ad Clubs Convention, the exhibits of printing displayed in an appropriate setting in the Art Galleries were a revelation to many and an inspiration to all. Here the commercial value of a favorable impression in things printed was admirably set forth, for the exhibits combined the supreme efforts of printers, engravers and advertising men the world over to produce printed salesmanship of the highest character and efficiency.

The opinion seems to be held by many that the thing we call taste is an indefinable, intangible thing, an affectation of the dilettante, or the exclusive possession of the artist. As we read the story of the ages, we are again and again reminded that certain qualities which men have woven, and carved, and infused into their works have lived because they have satisfied human demands. While it is true a few will always produce that class of work the many require, it is also true that this present majority will soon demand the better, more beautiful product. Canadian

printers, engravers and advertising men are awakening to the real value of the art quality in their work, and will be quick to induce a response to these demands.

Profit to the producer as well as pleasure to the worker increases in direct ratio as the product is advanced from the level of mere utility to the higher one that seeks to beautify and convey æsthetic satisfaction.

If one should judge from the exhibits of printing, the tendency of the times seems to lean more toward the broader use of art and photographic illustration, while it is evident the distinctive advantages of offset printing and photogravure are being appreciated more nearly to what their qualities warrant. One noticeable point in the character of the art work and illustration now being employed is that light, delicate and dignified lines are taking the place of the coarser, more vigorous rendering, and that the brighter, cruder coloring is giving way to subdued and modified tones.



The successful and appropriate use of design, illustration and color was a marked feature of the exhibit of catalogues and railway literature by Southam Press, Toronto and Montreal.

Important improvements have also been made in the use of engravings and plates. Ben Day screens are apparently in more general use, the one way screen half tone for backgrounds and borders is being used with telling effect, while the tendency in half tones seems to be toward the finer screen, especially for automobile and machinery catalogues and illustrations full of detail.

Simplicity is undoubtedly the ruling element in the typographic style of the exhibits not only in the arrangement of the matter, but also in the character of the type-face employed. Plain, dignified and legible type-faces, such as the Caslons, Cheltenham



The commercial value of a favorable impression in direct advertising literature was evidenced by the character of the catalogues exhibited by The Westinghouse Companies, Pittsburgh, Pa.



The fine type of advertising literature now required for commercial purposes was instanced in the display by Rogers & Company, New York, a portion of which is reproduced herewith.

and Bookman predominate. Fancy, decorative borders were almost entirely absent; plain, simple brass rule or engraved borders being considered more dignified and effective.

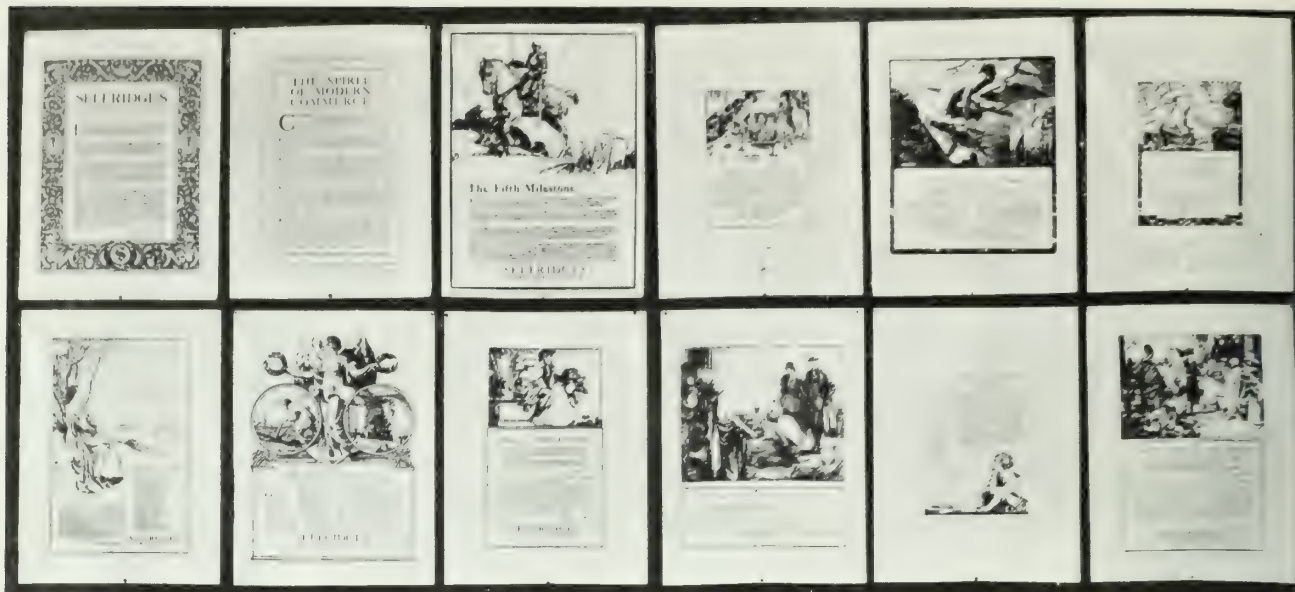
Noteworthy changes have also taken place in the use of paper stock. Good quality, heavy antique and hand-made papers are apparently in favor wherever their use is at all possible, while for half-tone work the brilliant coated papers are superseded by the dull-finished coated stocks. The delicate, neutral tones are strongly

in favor and both the darker and the more gaudy colors are excluded almost entirely.

Summing up the characteristics of the exhibits of printing as a whole, beauty in an interesting form seems to have been the paramount issue in their production—beauty rendered with a delicate touch and a pleasing sense of appropriateness. The exhibits seemed to argue with force greater than words that the saving grace of present-day printed matter lies in the inherent beauty and quality of the product and that mediocrity is a costly extravagance.



Refreshingly individual in design and color, and possessing a style and character all their own, the German exhibits proved a profitable field for study.



The Selfridge Campaign was one of the best and most impressive in the British section

The Newspaper and Magazine Exhibits at the Recent Ad Clubs Convention, Toronto

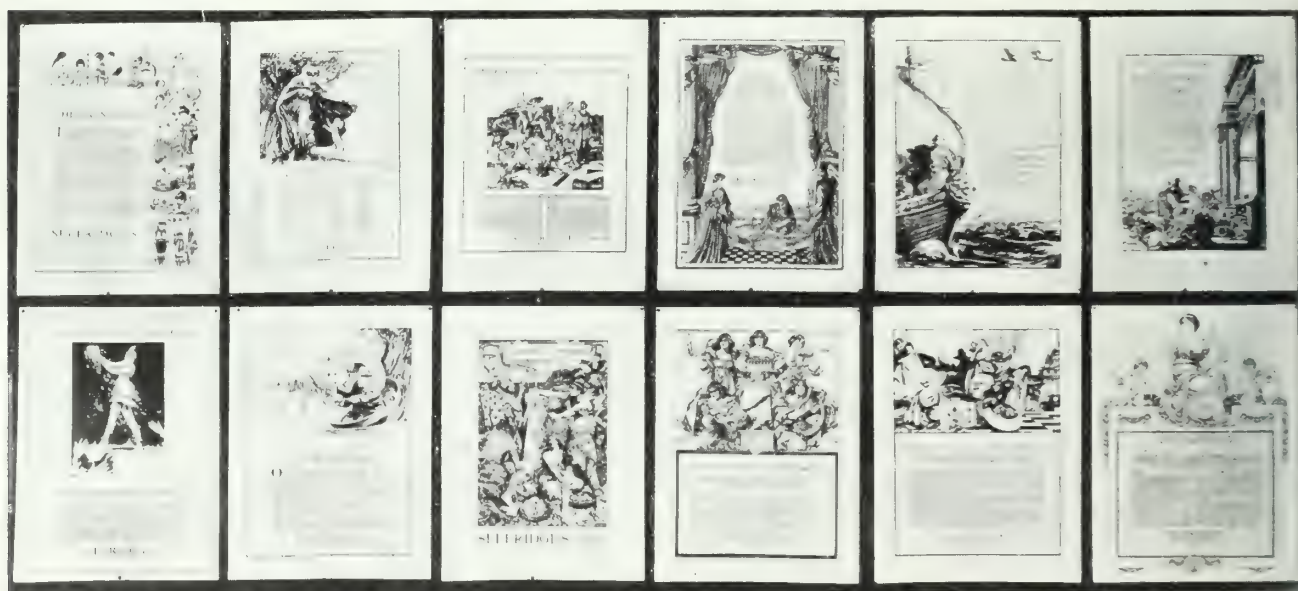
ONE COULD hardly view the Newspaper and Magazine Exhibits at the Ad Clubs Convention without being deeply impressed with the broad scope and possibilities of these mediums from an advertising standpoint. Typical, successful newspaper campaigns were displayed covering all lines of goods and services, that one would almost unconsciously put the question: "What couldn't be advertised successfully in a newspaper?"

A good boost was made for magazine advertising by the two very interesting and impressive displays showing how the magazines have clothed the man and the woman. It will be noticed by the two illustrations in the centre of the opposite page that representative magazine advertisements covering almost every article desirable for the comfort of men and women were grouped in these exhibits and on top was placed a life-size enlargement of two figures well known in the advertising pages of the national magazines. The display is noteworthy not only for the subtle suggestion it leaves, but also as an idea to progressive publishers for advertising advertising.

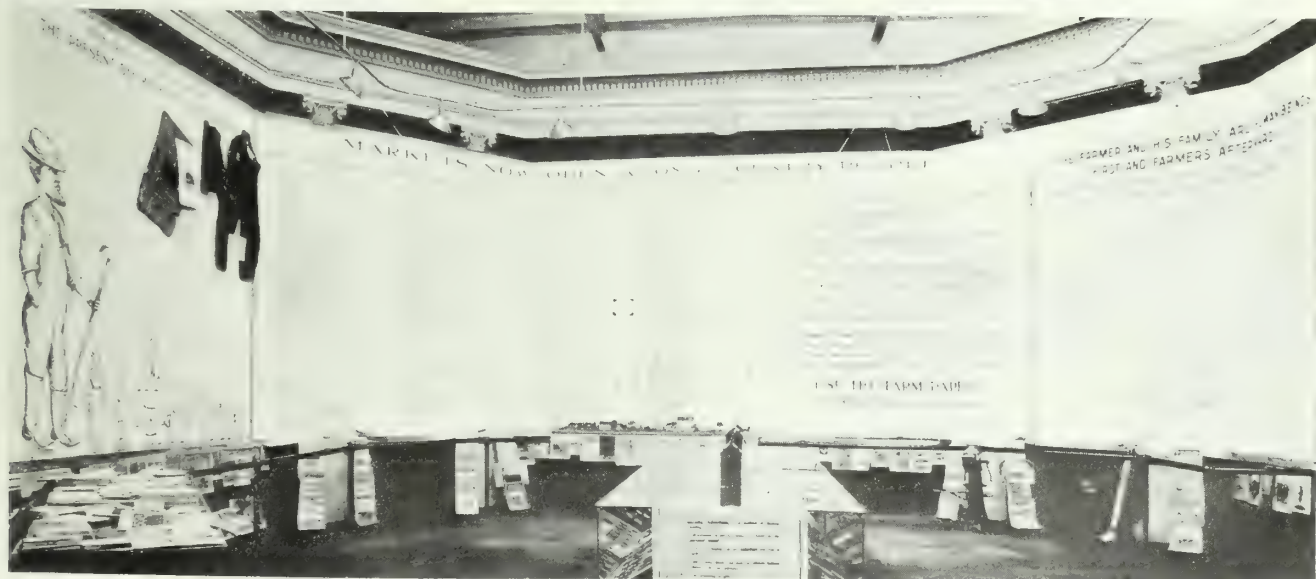
The farm paper display reproduced on the opposite page was a most interesting advertising idea, and may even be applicable to the "country" weekly newspaper. A large list of articles usable

by the farmer were placed on an immense chart. Below, on a platform, was the model of a farm house and outbuildings. Those articles listed on the chart that are at present advertised in farm papers were connected by ribbons to that part of the miniature farm in which they are used. The remaining articles on the list showed the advertising possibilities of the farm papers, which were extensive indeed.

This article would be incomplete without some comment upon the British newspaper and magazine advertising campaigns exhibited in the Railway Building, and of the Selfridge campaign in particular. The British exhibits, while not displaying the wide range of articles the American exhibit had on view, still had the advantage of showing the complete campaign for the year of a particular line. Undoubtedly the most impressive in the British newspaper section was the Selfridge campaign reproduced herewith. Each advertisement was used in full-page newspaper space, and was issued to mark the fifth anniversary of the House of Selfridge. The restrained copy and appropriate illustrations by some of Europe's greatest artists produced a very dignified series and undoubtedly created a stronger bond of confidence between the people of England and this progressive store.



Each ad in the Selfridge (London, Eng.) Campaign occupied full page space in the local newspapers. The drawings were by some of Europe's most noted artists.



First Convention of Nation-wide C.P.A.

56th Annual Meeting a Significant Event in Association's History—
Reports Show Satisfactory Progress and Activity in All Departments

PROMPTLY at 10 a.m. on the morning of Thursday, July 9, the 56th Annual Meeting of Canadian Press Association was called to order by the President, Hal. B. Donly of Simcoe Reformer. W. M. O'Brien of Stratford Beacon, First Vice President, assisted Mr. Donly in the duties of presiding officer.

It was the first convention since the completion of the affiliation bringing into one national body the four inter-provincial press associations which up until a year ago were supreme in their respective fields. While each will continue to hold its own Annual Meeting and deal in a measure with local problems as territorial divisions of the parent body the things which would formerly have called for action by each Association individually, perhaps resulting in diverse and conflicting decisions, are now handled by the central body and in addition much good work is accomplished

in the manner in which the reports of the officers and committees have been prepared for presentation to the meeting. The reports of the Executive Committee, Treasurer, Secretary and Advertising Committee were printed prior to the meeting and copies were placed in the hands of all those present. This obviated the necessity for reading each report throughout and after allowing a few minutes in which to look them over, prompt disposition was made of each by referring it to the Committee on Resolutions.

President's Address

In opening the Convention, President Donly spoke as follows:

It is almost unnecessary for me to say I feel a justifiable pride in having been called to the head of an organization as important as the Canadian Press Association; yet after the lapse of something over a year of office I will to-morrow relinquish its duties with a feeling of relief. The Association year now closing has not been without its periods of strenuousness. There has been work for every officer and for the president on several occasions almost grave responsibility. But while it has been a year of work, it has not been one of wasted effort. 1913-1914 stands out in all the years of the C. P. A. as one of unprecedented progress in growth of membership and income, above all in the expansion of the Association's scope. We have brought under our banner every province of the Dominion and are to-day a truly national organization instead of merely one confined to two provinces.

PRaise for Associates.

It has been my good fortune to have had associated with me during my term of office a strong Executive Committee every member of which has done his utmost to further the common interest. I think that it has been the desire of every officer and every Committee man to subordinate personal interest for the good of all. Errors of judgment may have been made, but the desire has been to do what was best under particular circumstances.

The Association's remarkable growth must be satisfactory to everyone interested in it; the credit must be accorded, if to any one man more than another, then to the gentleman who is now our manager; for you know the new Constitution came into force to-day and at ten o'clock this morning Mr. Imrie ceased to be our Secretary and is now Manager of the Canadian Press Association. I know of no other National organization more faithfully or more brilliantly served than we are by the official I refer to. I might with propriety say more in his praise were he not present.

A Committee that has done great work for us during the past year is the Advertising Committee. While not a member of that Committee, strictly speaking, still, I had a right, in an ex officio capacity to associate myself with its work, and I have attended nearly all its meetings. I have now an inside knowledge of the work the Committee does. It is a work that cannot very well be told about in public, either from a platform or in a printed report. Much of the detail is too delicate, too confidential in character for that. But I can assure you Mr. Taylor and his colleagues have been much alive to your interests and their work has over and over again prevented direct monetary loss to our members. You cannot be too grateful for the good work done on your behalf by your Advertising Committee.

TRIBUTE TO P. D. ROSS.

There came during the year a vacancy in the office of Chairman of an important standing committee through the resignation of the chairmanship of the Postal Committee, Mr. Nichols, a gentleman who did a valuable work for us in the preparation of what has come to be known as the "Nichols' Report," containing a world of information, gathered with an expenditure of much time and labor. We owe him and have tendered to him, our thanks for that work. When he surrendered the post it was a matter of some difficulty to locate a man to fill the vacancy. And I think we have been most fortunate in the selection of a successor, Mr. P. D. Ross. The present chairman of the Postal Committee and his colleagues have had an onerous and delicate task to perform this year. They have acquitted themselves with ability and, in my opinion greatly to the interest of the C. P. A. Many hold that the work of the Postal Committee last year, and the relations of publishers generally, and this Association in particular, with the Postmaster-General will be the outstanding features of this meet-



HAL. B. DONLY
Retiring President

through the central office and bulletin service that could not be successfully attempted by anything less than a cohesive, nation-wide organization. There was no blare of trumpets or waving of flags literally or in metaphor, in honor of the holding of this first Convention under these congratulatory circumstances. The convention was devoted to business from the hour of commencement till adjournment and such business that will make it go down in history as in many respects the most remarkable gathering of Canadian newspapermen ever held.

The attendance ran up to 300, though the list of registrations did not reach that number, a large number omitting to register. The representation from Western Canada was most encouraging.

The complete endorsement of the action of the Postal Committee in its successful efforts to defeat the attempt of the Postmaster-General to take from Parliament and give to his officials power to fix postal rates and the adoption of an advanced standard respecting objectionable advertising were the outstanding features of the Convention. Both of these matters are considered of such importance as to form the subject of special articles which appear in other parts of this issue.

The reports of officers and committees bore testimony to the splendid work accomplished by the Association during the past year. The new nation-wide scope of the work was evidenced throughout in the reports and in much of the business transacted, particularly in the election of the Board of Directors, which, in accordance with the new Constitution, is representative of every province in the Dominion.

Considerable satisfaction was expressed at the very efficient

ing. Perhaps this is so. Postage on newspapers is certainly a burning question with Canadian publishers big and little. Much has been said and written in the discussion that might better have been left unuttered. I would emphasize one thing. It has been my good fortune to have come in close contact with the work of the Postal Committee both in and out of Ottawa; I have tried to keep in touch with the views of the Department and the minds of some of its officers. And my advice to all within sound of my voice is to do nothing hysterical. Those who seek to lay special stress on the diverging interests of different classes of publishers are unfriends of the common good. Let us rather look for grounds for common action.

The Postmaster-General regards the whole question from other points of view than ours. He has his duties and responsibilities. The voters have always to be taken into account in his calculations and they are on our side. My matured view is that it is idle for any one section of this Association to entertain the idea that it can get out of any Postmaster-General new postal regulations or rates that will confer favors on one section while some other section is made to carry a more onerous burden. No other Association of publishers in the world is so comprehensive in the variety of classes making up its membership. That is our greatest present difficulty from an Association standpoint. But with a due regard for each other's rights I believe it may be surmounted. We will make a better fight if we continue to show a united front to those who may by some be looked upon as the common enemy. I do not grant this to be altogether a proper view to take of men, merely because they think we are fairly entitled to pay the country more money for the performance of a certain work. Yet I have to confess that to describe the Post Office Department as at least unfriendly is popular at present. This much may be taken as positive, no one will be so well pleased as they, to see this Association split on the rock of newspaper postage and the various sections engage in an acrimonious, perhaps fatal quarrel. Let "Keep together" be our watchword. We will fight a more effective, a more useful battle, if we do so.

THE COST OF PRODUCING ADVERTISING.

I had at first intended to follow the good example of the very able man who preceded me in this chair and confine my presidential address that the Constitution demands, to one subject. You will remember that last year Mr. Bone, in his annual address, touched only on one topic, confining himself to a consideration of the comparatively inadequate emoluments of the men who do the actual editorial work on the periodical press. That was a subject of course especially interesting to him and he treated it illuminatingly. I felt it would not be inappropriate that I confine the remarks I had to make to a topic of especial interest to the men who publish the periodicals and who have to look pay rolls in the face once a week. However, the matters already touched upon seemed to demand attention and now only a few minutes remain of my time, and I must condense. Five or six years ago an agitation arose among publishers of newspapers looking to increased revenues. I refer more particularly to the weekly and small daily press. It was generally agreed that any appreciable increase in revenues must come by raising advertising rates. Whether as the result of the agitation or not some increase has taken place. Some publishers go so far as to say the increase is large. The question for publishers to ask and answer is this: Has the increase any more than covered the increased cost of producing newspaper space, caused by raises in wages and the prices of other commodities that enter into production? How many publishers of weekly and small dailies know or have even an intelligent idea of what it costs them to put an inch of display advertising into an edition of their papers. I take it that the Metropolitan dailies with their better office organizations are fully informed: it is to the smaller publisher I am talking. And I am asking him the cost of the commodity of which he has the most to sell and upon the profitable marketing of which his success or failure almost exclusively depends.

SEVEN AND ONE-FIFTH CENTS PER INCH.

Personally I started three years ago to find out what it cost to handle display advertising in a fairly equipped town printing shop. The question was one that could not be answered in a day or a month. The investigation had to be spread over a lengthy period to make the averages mean something. We put in two and a half years, 1439 advertisements through our cost system cards; they covered 21,570 inches and included every sort of newspaper advertisement: legal, want ads., mercantiles. And the cost of putting those ads. on the stone ready for the make up man averaged 7 1-5 cents per inch. Mind this includes no cost for circulating the advertisement. If every advertiser insisted on changing his advertisement every day we could not be long out of the Sheriff's hands. We live on by the grace of the fellow who never changes. I am talking to publishers of daily papers in good towns who are selling space at eight cents, composition included. If there is any-

thing in a cost system and my printing shop is not an abnormal one, are you getting a sufficient price for your space to entitle you to look for anything more than mere bread and butter? And is mere bread and butter all that the publisher of a useful newspaper is entitled to receive from his community? If my figure cannot be successfully attacked I ask if it is not time organized newspaperdom sought in earnest to ameliorate conditions such as now exist?

Report of Executive Committee

The report of the Executive Committee, printed copies of which were distributed to those present, read in part, as follows:

In many respects the past year has been one of the most notable in the history of the Association. During the course of the year the work of the Association has been placed upon a much more efficient basis than in the past, the various inter-provincial press associations throughout Canada have been merged with the Canadian Press Association of former days in a re-organized and truly national Canadian Press Association, and there has been much constructive work in various directions. Through its work during the past year the Canadian Press Association has demonstrated again the value of co-operation among



JOHN M. IMRIE
Manager Canadian Press Association

the newspapers of Canada and has substantiated its claim to the support of every Canadian newspaper.

The action of the last Annual Meeting in increasing the membership fees in order to make possible a further extension of the Association's activities was heartily endorsed by practically all who at that time were direct members of the Association. Although the increase decided upon for certain classifications was as high as 300% only eight of the 467 who were in full membership at the time it went into effect resigned as a result. In several of those cases other conditions contributed to the withdrawal from membership.

The first step in the direction of extending the Association's activities was the employment of a secretary for the whole time. That, it will be remembered, was one of the main reasons for the increase in fees. Your Committee were able to secure the services of John M. Imrie, who during the two preceding years had given one-half of his time to the Association. Mr. Imrie entered upon the new arrangement on August 15, 1913.

FEDERATION OF INTER-PROVINCIAL PRESS ASSOCIATIONS.

The work of several years in the direction of bringing the various inter-provincial press associations throughout Canada into closer relations was brought to the point of culmination during the past year. The Maritime Press Association, the Western Canada Press Association, the Alberta and Eastern British Columbia Press Association and the Canadian Press Association of former days were federated as a re-organized Canadian Press Association. The basis of federation was, in brief, as follows:—

1. The members of each of the federating associations to be full and direct members of the reorganized Canadian Press Association.
2. The membership of the reorganized Canadian Press Association to be divided into five Territorial Divisions as follows: Maritime Provinces Division, Ontario and Quebec Division, Manitoba and Saskatchewan Division, Alberta and Eastern British Columbia Division and the Western British Columbia Division.
3. The membership fees to be paid to the Canadian Press Association but the approved expenses of the Territorial Divisions—up to 10% of the amount paid in fees to be paid by the Canadian Press Association.
4. Each Territorial Division to be represented on the Board of Directors of the Canadian Press Association.

CONSTITUTION REVISED AND ASSOCIATION INCORPORATED.

Your Committee completed early in the year the work of revising the Constitution of the Association which the last Annual Meeting had instructed your Committee to perform. The revised Constitution prepared by your Committee gave effect to the arrangements made with the Maritime Press Association, the Western Canada Press Association and the Alberta and Eastern British Columbia Press Association, as stated above, and contained other provisions made necessary by developments of recent years and others made advisable in view of probable developments in the future. The revised Constitution was submitted to a Special General Meeting of the Association held in Toronto on November 20, 1913, and was adopted with a few minor amendments. That Constitution comes into effect at this Meeting and will govern the election of officers and members of Committees for the ensuing year.

Your committee has carried out the instructions of the last Annual Meeting in the matter of securing the incorporation of the Association. After consultation with the Association's solicitors your Committee decided to have the Association incorporated by Special Act of Parliament. A Bill for the incorporation of the Association was introduced in Parliament on February 13, being fathered by Senator Jaffray and Hugh Clark, M.P., in the Senate and House of Commons, respectively. The Bill received the Royal Assent on May 27 and the Association is now a duly incorporated body with a legal status it has not hitherto possessed.

The incorporation of the Association by Special Act of Parliament practically insures the protection of the name of the Canadian Press Association. It will be remembered that name was adopted some time ago by certain parties in British Columbia who secured incorporation under a charter of that Province as Canadian Press Association, Limited. After negotiations with that company, its officers agreed to surrender that charter and discontinue the use of the name Canadian Press Association. The name of that company has since been changed to International Press.

THREE NEW DEPARTMENTS.

Three new departments were added to the activities of the Association during the past year. These departments are devoted to Labor, Paper and Collections, respectively.

The Labor and Paper Departments are for the benefit of the Daily Section in particular, and full reports of the work done in those departments will be submitted to that Section. Owing to the pressure of other work of general advantage the work of the Labor and Paper Departments has not been carried very far but further progress will be made in the ensuing year. There are possibilities of valuable service in the work of these two departments and the effort will be to realize these possibilities as rapidly as possible.

The Collection Department is a natural development of the service given to members in securing satisfactory adjustments of their accounts with advertisers and advertising agencies to which reference was made in the last annual report of your Executive Committee. The work of collecting accounts commenced on a very small scale in April, 1913. In February, 1914, it was placed on a more efficient basis through the organization of a Collection Department and the establishment of connections with attorneys in all the important cities of Canada and United States. A special charge is made for the collection of accounts, the rates charged being those enforced by the American Newspaper Publishers Association which are as follows:

For the first \$6.00 collected, 50% of the amount collected, with a minimum charge of 50¢.
 For amounts collected from \$6.00 to \$20.00—\$3.00.
 For amounts collected from \$20.00 to \$50.00—15%.
 For amounts collected in excess of \$50.00 15% on the first \$50.00 collected, and 10% on all in excess of that amount.

As the Department has been established on an efficient basis for less than four months neither the number of claims collected nor the aggregate amount of the collections is very large. What has been accomplished to date is evidence to your Executive Committee that a Collection Department, if used by the members generally, could perform a very valuable service—not merely by

securing the collection of overdue accounts but also by keeping the Credit Information Department posted as to which advertisers and advertising agencies were getting behind in the payment of accounts. For the latter reason in particular your Executive Committee bespeaks for the Collection Department the collection business of members of the Association.

It is not anticipated that the Collection Department will be a profitable undertaking—at least not for some time. Much time and money are spent in efforts to collect accounts that prove to be uncollectable and in such cases no charge is made. In cases where it is necessary to use a local attorney his fee must be paid out of the charge paid by the member. The net proceeds of the collection charges to date after paying attorneys' fees amount to only \$335.78 which does not begin to cover the cost of the service given. But that loss is more than made up by the information the Credit Information Department has secured as a result of the establishment of the Collection Department.

ADVICE RE COLLECTION DEPARTMENT.

In reference to the work of the Collection Department it may be stated that it is a mistake to allow an account to stand for an unreasonable length of time before placing it in the hands of the Collection Department. Many of the accounts that have been placed with the Association for collection had been standing two years or more. While it has been possible in some of those cases to collect the account, in other cases it has been impossible to do so because in the meantime the debtor has removed to parts unknown or gone out of business, or his affairs have gotten into such shape that collection was impossible. Members who wish to secure the greatest returns through the use of the Collection Department should file their claims for collection as soon as reasonable efforts to collect direct have failed.

During the past year the Secretary conducted a series of District Cost Conferences in Western Canada for the special benefit of the members of the new Western Divisions. Although the attendance was not as large as had been expected it is believed the conferences were productive of much good. All newspaper publishers of the territories served by the several conferences were invited to attend and it is significant that each of the many publishers who attended although not members of the Association signed an application for membership before leaving.

THE BULLETIN SERVICE.

The bulletin service has been greatly improved during the year. In all 90 printed bulletins were issued and these represented an aggregate of 257 pages of information. These figures are exclusive of the printed report of the last Annual Meeting, Mr. Nichols' report, the report of the proceedings of the meeting last November and other printed literature sent out from time to time. They are also exclusive of the many typewritten reports sent to individual members or groups of members. The scope of the bulletin service during the year is indicated by the following particulars:

| <i>Sent to entire membership.</i> | <i>No. of Bulletins.</i> | <i>Aggregate No. of Pages.</i> |
|--|--------------------------|--------------------------------|
| Free Publicity | 12 | 44 |
| Credit Information | 21 | 68 |
| Recognition of Agencies | 11 | 15 |
| Postal Matters | 10 | 43 |
| Paper Bulletins | 2 | 5 |
| Bulletins on Advertising Contracts, Questionable Advertising, and other sundry matters not covered by above..... | 18 | 46 |
| Total to entire membership | 74 | 221 |
| <i>Sent to Daily Section only:</i> | | |
| Labor | 3 | 14 |
| Paper | 3 | 7 |
| Rates of Commission, Advertising Advertising, etc. | 5 | 8 |
| Total to Daily Section only | 11 | 29 |
| <i>Sent to Weekly Section only</i> | 2 | 4 |
| <i>Sent to Trade and Class Section only.....</i> | 3 | 3 |

During the year your Executive Committee arranged for the manufacture of special binders in which the Bulletins of the Association could be filed as received. These binders were offered to the members at sixty cents a piece which merely covered the cost to the Association. Many members purchased the binders. There are still a number on hand. Those who have the binders find them very useful and it is suggested that those who have not purchased them do so.

MEMBERS OF COMMITTEES PAY OWN TRAVELING EXPENSES.

With the hearty approval of every member of the Executive and Advertising Committees it was decided early in the year that in future members of committees would pay their own traveling expenses. That decision has relieved the Association of an item of expense which, with the increase in the number of Committees and distribution of their membership over the various provinces, would have become extremely heavy.

In the discharge of its duties the Executive Committee has held seven meetings and in addition there have been frequent meetings of the Advisory Committee.

In concluding its report your Executive Committee feel justified in congratulating you on the progress that has been made during the year. Your Committee would also take the opportunity of appealing for the co-operation of every member in placing the work of the Association on a still more efficient basis. Individual members can do much in that direction by giving effect to the decisions of the Association as a whole and its several committees. That individual action is absolutely essential to the success of the co-operative effort through the channel of the Association.

Report of Treasurer

Two financial statements were presented, one being for the year ending December 31, 1913, and the other for the first six months of 1914. The latter showed a balance on hand in the General Fund of \$2,820.59, which, after a deficit of \$134.70 in the Postal Fund and one of \$99.81 in the Second Advertising Advertising Campaign Fund were deducted was reduced to a net balance of \$2,586.08.

FINANCIAL CONDITION OF ASSOCIATION SATISFACTORY.

A question was asked as to whether the balance on hand together with the expected receipts during the remaining six months would cover the expenditures up to the end of the year. In reply the Secretary said he was of the opinion that the expenses would all be covered by the balance on hand, the dues of members who had paid for only the first six months and had yet to pay for the remaining six months and the dues of delinquent members. He thought also that the close of the year would show a balance, as was the case last year for the first time in three years. He mentioned the fact that the expenses for the first six months had been much heavier than would be the case during the remaining six months of the present year. One or two members expressed their satisfaction at the good financial showing being made and it was apparent that this was the general feeling of the meeting.

Report of Secretary

In presenting his report the Secretary, John M. Imrie, mentioned that as the activities of the Association during the past year were being reported in detail in the reports of the various Committees he would confine his report to statistics relating to the membership and income of the Association, the work of the recently organized Collection Department and his own movements during the year. His report read in part as follows:—

MEMBERSHIP.

At the last Annual Meeting the membership of the Association was 751. That membership was made up of 528 direct members who were located in the territories now covered by the Maritime Provinces, the Ontario and Quebec, and the Western British Columbia Divisions, and 223 affiliated members, being the entire membership at that time of the Western Canada Press Association and the Alberta and Eastern British Columbia Press Association.

At the last Annual Meeting the affiliated members were paying one-half of the fees paid by the direct members in the same classifications. The fees of affiliated members were paid in a lump sum by their respective organizations. Upon the federation of the four Associations, which was consummated during August and September of last year, the affiliated membership was abolished. It was provided that all members of the national organization were to be direct members and to pay the full fee, which for the present was to be according to the schedule adopted at the last Annual Meeting of this Association. Thus in the case of those who had been affiliated members there came not only the increase in membership fees decided upon at the last Annual Meeting, but also the abrogation of the arrangement under which they paid only one-half of the fees paid by direct members. In some cases this meant an increase of 600%; in many cases it meant an increase of 400%; in all cases it meant a very substantial increase—much more than in the case of those who had been direct members of the Association. Under such circumstances a loss in the membership of what was the affiliated section was a natural result. Indeed, under the circumstances it is gratifying that the Association was able to hold 59 of the 78 who were members of the Alberta and Eastern British Columbia Press Association at the time of the federation and 109 of the 145 who at that time were members of the Western Canada Press Association.

The increase in membership fees decided upon at the last Annual Meeting resulted in a slight loss in the direct membership also. However, the loss due to that cause was very slight, being only 8.

Business changes, death and other causes resulted in a further loss of 52, more than one-half of whom were "second" members.

The membership of the Maritime Press Association at the time of the federation was 80. That membership included 19 second members, so that it represented 61 newspapers. 33 of those newspapers are now in direct membership of the Canadian Press Association and 8 of the second members have transferred their membership to the national organization.

There have been material gains in membership among the newspapers that were not members of any one of the four Associations at the time they were federated. Those gains almost offset the serious losses referred to above. The present membership is 735 as compared with 751 at the last Annual Meeting. However, each of the 735 present members is a full and direct member, paying the full membership fee.

DIVISION OF MEMBERSHIP.

The present membership of 735 is divided among the various Divisions as follows:—

| | |
|---|-----|
| Maritime Provinces Division | 41 |
| Ontario and Quebec Division | 485 |
| Manitoba-Saskatchewan Division | 120 |
| Alberta and Eastern British Columbia Division.. | 71 |
| Western British Columbia Division | 18 |

The various classes of membership are represented in the membership as follows:—

| | "First." | "Second." |
|--------------------------|----------|-----------|
| Daily | 95 | 72 |
| Weekly | 385 | 51 |
| Trade Newspapers | 11 | 35 |
| Class Publications | 58 | 28 |

The present membership of the Association comprises 72.5% of the daily newspapers of Canada; almost 50% of the rural weeklies of Canada; and the great majority of the trade and class publications of the country.

The number of membership certificates issued during 1913 was 708 as compared with 400 during 1912. The number of membership certificates issued up to date during 1914 is 665.

INCOME FROM FEES.

The income from membership fees during 1913 was \$5,255.72. That amount represents the fees of those who were direct members at the old rate up to August 15 and at the new rate for the closing four and one-half months of the year; and the fees of those who were affiliated members at one-half of the old rate for the first nine months of the year and at the full new rate for the remaining one-quarter of the year.

Up to July 1, 1914, 635 members had paid their fees for the full year of 1914 and 30 members had paid their fees for the first six months of the year. The fees paid by those 605 members amounted to \$7,753.13. The 30 members who have paid for the first six months will pay \$548.75 for the second half of the year. The fees of members who have not yet paid amount to \$633.00. If all of these members pay their fees the total income from fees for 1914 exclusive of fees of members joining after July 1 will be \$8,934.88.

ANNUAL INCOME OF \$9,120.50.

The present membership of 735, if maintained, will yield an annual income from membership fees of \$9,120.50 made up as follows:—

| | | |
|---|------------|------------|
| Dailies: | | |
| 11 Metropolitan at \$120.00 | \$1,320.00 | |
| 6 Metropolitan at 75.00 | 450.00 | |
| 23 Medium at 60.00 | 1,380.00 | |
| 41 Small city at 40.00 | 1,640.00 | |
| 14 Small city at 20.00 | 280.00 | |
| | | \$5,070.00 |
| Weeklies: | | |
| 24 at \$15.00 per year | \$ 310.00 | |
| 11 " 12.50 " " | 137.50 | |
| 56 " 10.00 " " | 560.00 | |
| 84 " 7.50 " " | 630.00 | |
| 210 " 5.00 " " | 1,050.00 | |
| | | \$2,687.50 |
| Trade Publications: | | |
| 6 at \$20.00 per year | \$ 120.00 | |
| 1 " 15.00 " " | 15.00 | |
| 4 " 10.00 " " | 40.00 | |
| | | \$ 175.00 |
| Class Publications: | | |
| 1 at \$20.00 per year | \$ 20.00 | |
| 10 " 15.00 " " | 150.00 | |
| 47 " 10.00 " " | 470.00 | |
| | | \$ 640.00 |
| 186 "Second" Members at \$3.00 per year | 558.00 | |
| | | \$9,120.50 |

COLLECTIONS

Since the inception of the Collection Department 292 claims have been received for collection. Of these 51 were against concerns in bankruptcy and in only one case, in which five members were interested, has a settlement been made. That settlement would not have been secured but for the efforts of the Association as it was made by other parties on behalf of the concern in bankruptcy. Of the 241 claims against going concerns 11 were withdrawn for various reasons and 14 were returned as uncollectable, leaving 186 in connection with which there was any possibility of securing collection. Of these 186 claims 71 have been collected in full and on an additional 17 an average of approximately 45% has been collected on account. The remaining claims, numbering 95, were open at July 1, but, of course, many of them had been in the hands of the Collection Department for a very short period.

The scope of the work of the Collection Department is indicated by the following table:—

Class "A" Claims Against Concerns in Bankruptcy.

| | No. | Amount. |
|------------------------|-----|-------------|
| Claims received | 51 | \$ 5,019.25 |
| Claims collected | 5 | 412.81 |

Class "B" Claims Against Going Concerns.

| | No. | Amount. |
|---------------------------------------|-----|-------------|
| Claims received | 241 | \$12,477.33 |
| Claims withdrawn | 11 | 337.46 |
| Claims returned as uncollectable..... | 44 | 1,588.80 |
| Claims collected in full | 71 | 2,817.80 |
| Claims collected in part | 17 | 721.47 |
| Claims open in part | 17 | \$95.22 |
| Claims open in full | 95 | 6,110.58 |

SECRETARY'S TRAVELS.

Your Secretary attended the Annual Meetings of the Western Canada Press Association, the Maritime Press Association and the Alberta and Eastern British Columbia Press Association, held at Winnipeg, St. John, and Edmonton, respectively. Through the courtesy of the American Newspaper Publishers' Association your Secretary was permitted to attend the Annual Meeting of that body also, which was held in New York. While in the West attending the Annual Meeting of the Alberta and Eastern British Columbia Press Association your Secretary visited Vancouver and Victoria, in order to keep in touch with the advertising agency situation in those cities. Your Secretary made another trip to Western Canada early in 1914, going as far as Regina. Six trips to Montreal, six trips to Ottawa and trips to several other points in Ontario and Quebec were also made by your Secretary. Altogether your Secretary traveled 27,375 miles during the year in the interests of the Association.

Report of Advertising Committee

The large amount of work undertaken, carried out or satisfactorily advanced by the Advertising Committee during the year called for a somewhat extensive report, which read in part as follows:

The work of your Advertising Committee during the past year may be divided into six main classes, viz: the granting, withholding and cancelling of agency recognition, the further protection of members in the matter of credits, the standardizing of agency contract forms, the campaign against free publicity, the advertising of advertising and the formulating of certain standards and agreements for submission to this meeting.

RECOGNITION OF ADVERTISING AGENCIES.

During the past year your Committee considered eight applications for recognition as official solicitors of general advertising for the members of the Canadian Press Association. These applications were from the following:—Hamilton Advertisers' Agency, Limited, Hamilton; Callopy Advertising Co., Limited, Vancouver; Sells, Limited, Montreal; L. G. Cluxton, Montreal; Horn-Baker-Smith Advertising Co., Limited, Winnipeg; Harold C. Shipman, Ottawa; Ads. Limited, Toronto; The Advertising Service Co., Limited, Montreal.

Four of these eight applications were accepted, the concerns thus favored being the following: Hamilton Advertisers' Agency, Limited, Hamilton; Sells, Limited, Montreal; Ads. Limited, Toronto; The Advertising Service Co., Limited, Montreal.

CANCELLATION OF RECOGNITION.

It was found necessary to cancel the recognition of the following concerns: Noble Advertising Agency, Limited, Vancouver; Cattanaach Advertising Agency, Limited, Winnipeg; Dominion Advertising Agency, Toronto.

The number of advertising agencies recognized as official solicitors of general advertising for the members of the Canadian Press Association is 22.

PROTECTION IN THE MATTER OF CREDITS.

Because of the financial conditions that prevailed during the past year the work of your Committee in the direction of pro-

tecting members in the matter of credits has been particularly heavy and exacting. What is much more important, that work has been of most noble value to the members.

Several recognized advertising agencies, in common with many concerns in other lines of business, experienced special difficulties in financing owing to the state of the money market, and the curtailment of business. In several cases notice was given that there would have to be a material improvement in financial condition and manner of payment and that improvement has taken place in all such cases except those in which cancellation of recognition has resulted.

Twice during the year your Committee has requested the members to report on the manner of payment of recognized advertising agencies during the previous six months. The first report covering the six months ending September 30, 1913, was forwarded by 56 daily newspapers; 93 weekly newspapers; and 13 trade and class publications. The second report covering the period ending March 31, 1914, was forwarded by 62 daily newspapers; 107 weekly newspapers; and 17 trade and class publications. This information has been of great value to your Committee as indicating which recognized advertising agencies were getting behind in their payments. The fact that your Committee had specific reports from members made it easier for the Committee to insist upon an improvement in the financial position of the advertising agencies regarding whose manner of payment there were a considerable number of unfavorable reports.

The efforts of your Committee to protect the members in their relations with recognized advertising agencies and direct advertisers have been extended during the past year. The Credit Information Bulletin Service that was inaugurated early in 1913 has been made more complete and frequent. During the year your Committee issued 21 printed Credit Information Bulletins aggregating 68 printed pages of credit information. In addition many individual bulletins or reports were issued. Thousands of dollars have been saved to members of this Association through the information disseminated through these Bulletins.

STANDARDIZING OF ADVERTISING AGENCY CONTRACT FORMS.

The standardizing of advertising agency contract forms is another notable achievement of your Committee during the past year. After negotiations extending over a period of almost two years all but two of the advertising agencies recognized by the Association have agreed to adopt a standard form of contract as soon as their present supplies of contract forms are exhausted. Several of these advertising agencies have already commenced to use the standard form and it is believed that within the next couple of months it will be in use by the remainder.

FREE PUBLICITY.

The campaign against free publicity has been continued with unabated vigor during the last year. Since the last Annual Meeting 12 Free Publicity Bulletins have been published. These Bulletins are increasing the difficulty of securing free publicity in the newspapers of Canada and are thus making it necessary for those who desire publicity in the newspapers of this country to pay for it. In that way the free publicity campaign is indirectly, but very surely, increasing the advertising revenue of the members of this Association. One national advertiser, for example, is now running as paid display in the newspapers of Canada a class of matter that three years ago this advertiser insisted was news matter and was able to persuade many Canadian newspaper publishers that it came under that classification.

THE ADVERTISING OF ADVERTISING.

The work of advertising advertising that was commenced two and one-half years ago has been continued during the past year under the direction of the Advertising Advertising Committee, composed of J. F. MacKay, Wm. Findlay and the Secretary, and working in conjunction with and under the appointment of the Advertising Committee.

A third campaign in the daily press commenced on June 10, 1914. There will be thirty advertisements in this campaign and each advertisement will be repeated once. The first sixteen advertisements relate to hot weather advertising and the remainder to general advertising. These advertisements are smaller than the advertisements in the previous campaign, averaging 225 lines, and are scheduled for four days a week instead of two days.

This spring the advertising of advertising was extended to include the rural weekly newspapers. A special series of twenty-six advertisements designed to stimulate local retail advertising in rural weekly newspapers was prepared. Almost 300 weekly newspapers signed contracts to this series of advertisements and many weekly newspaper publishers have given testimony of their value and the interest they are arousing.

When the two campaigns now running have been completed upwards of six million lines of space will have been used in the

four campaigns conducted by the Association. Of that amount approximately 4,500,000 lines will have appeared in the daily newspapers and approximately 1,600,000 lines in the weekly newspapers.

THE CENSORING OF ADVERTISING COPY.

At the last Annual Meeting of the Association your Committee was instructed to consider the advisability of preparing a standard for the guidance of the members in censoring of advertising copy. Your Committee has given the matter careful consideration and has prepared a standard which will be discussed at this meeting.

COMMISSION TO DIRECT ADVERTISERS.

Many newspapers throughout Canada have been allowing agency commission or special rates to a few large general advertisers who place their advertising direct. In most cases the advertisers thus favored are patent medicine concerns. This practice is even more general in United States than in Canada. Your Committee feels that this practice is neither in the best interests of the newspapers nor fair to other general advertisers or the advertising agencies recognized as official solicitors of general advertising for the members of the Association. Therefore, your Committee has decided to submit to this meeting a recommendation that the practice of allowing agency commission or special rates to a few large general advertisers placing their business direct, be discontinued on the expiry of existing contracts at least in so far as Canadian direct advertisers are concerned. Your Committee has prepared a simple form of agreement giving effect to its recommendations in this matter.

SPLITTING OF COMMISSIONS.

Reference was made in the report to the abuse of recognized advertising agencies handling accounts on a split commission basis. Mention was made of the action taken by the Advertising Agents' Section at the recent Ad Clubs Convention, which agreed to discontinue the practice. If this is carried out it will present a solution. In the meantime the Committee realizes, as expressed in its report that:—"The incentive to the publisher to discontinue the practice of allowing agency commission to certain large direct advertisers is greatly reduced so long as the advertising agencies are splitting commissions with certain of their clients."

THE COLLECTION OF SHORT RATES.

It is generally conceded to be the duty of the newspaper to charge all advertisers alike for the same service. Many newspapers that have variable rates according to the amount of space used would spurn the offer of an advertising contract at a cut rate, yet are cutting their rates as a matter of general practice through failure to enforce short rates when same are due.

Twelve months is the recognized unit of time in advertising contracts and time is the essence of the contract. The advertiser who contracts for say 5,000 lines of space in a newspaper whose rates vary according to the amount of space used should use the full 5,000 lines within the twelve months' period or pay for the smaller space used at the rate in force for that space at the time the contract was made. The newspaper of the class in question that does not insist upon the full 5,000 lines being used within the twelve months' period or upon payment for the smaller space used at its rate for that space is cutting its rates just as much as if it accepted a contract for that smaller amount of space at its 5,000 line rate. This is equally true if the advertiser is given an extension of time in which to use the space for which he has contracted.

There is another point that should be remembered in this connection and it is this; if an advertiser or advertising agency contracts for say 5,000 lines of space in a newspaper whose rates vary according to the amount of space used and uses 10,000 lines during the twelve months' period, the newspaper in most cases takes the initiative in rebating the advertiser or advertising agency the difference between the 5,000 line rate and the 10,000 line rate. If the newspaper should overlook doing so the advertiser or advertising agency will remind it of its oversight and expect the rebate to which it is justly entitled. Then if the advertiser or advertising agency uses only 3,000 lines instead of 5,000 lines contracted for, should not the surcharge be paid as readily as the rebate would be given under other circumstances? It is a poor rule that will not work both ways.

Your Committee believes the time has come for members of this Association whose rates are graded according to the space used to take a firm stand in this matter of collecting short rates when same are due. Therefore, your Committee has embodied in the agreement relating to commission to direct advertisers a clause relating to the enforcement of short rates and your Committee hopes that every newspaper in the Association whose rates are graded according to the space used will sign that agreement and strictly adhere to the clause relating to short rates.

RELATIONS WITH RECOGNIZED AGENCIES.

Your committee has been working on the principle that all that can be done, within reason, to improve the relations between the newspapers of Canada, as represented by this Association and advertising agencies recognized as official solicitors of general advertising for the members of this Association would be to the benefit of both parties. It is a matter of gratification to your Committee, and it may be, with good reason, a matter of congratulation to the members of this Association, that the relations between the Advertising Committee and the recognized advertising agencies were never so cordial as at present and that this cordial feeling is based upon mutual confidence and respect. It is true that in the relations between the members of this Association and their recognized advertising agencies there are many abuses. But these abuses are on both sides and it is the belief of your Committee that with a continuance of the feelings that now prevail their eradication may be secured.

BACKING UP THE COMMITTEE.

In concluding its report your Committee earnestly requests the co-operation of every member of the Association in giving effect to its decisions.

It is now three years since the Advertising Committee was organized. The work of the Committee is no longer experimental. The record of those three years justifies the request for the full and hearty co-operation of every member that is essential to the successful carrying on of the Committee's work.

The efficiency of your Committee's work depends upon local co-operation as well as individual action. The newspapers in each city, town and district should co-operate among themselves in giving effect to the decisions of the Advertising Committee. It is much easier for a newspaper to withstand a demand for agency commission from an unrecognized agency when that newspaper knows that other newspapers in the same city, town, or district will take a similar position. Local co-operation and interchange of ideas will disseminate that knowledge, remove possible causes of friction, promote mutual confidence and respect, and make newspaper publishing not only more pleasant but more profitable also. That has been the experience of newspaper publishers in many cities, towns, and districts where local co-operation has been in force. Their experience may be duplicated in other communities and the greater the degree to which it is duplicated and local co-operation replaces distrust and unfair competition the more efficient the work of the Association will be.

NO REPORT FROM IMPERIAL PRESS CONFERENCE COMMITTEE.

The President announced that as no meeting of the Imperial Press Conference Committee had yet been held and as none would be held until Saturday, the 11th, no report regarding its movements could be given the Association at the Convention.

COMMITTEE ON RESOLUTIONS.

President Donly announced the appointment of the Committee on Resolutions and in doing so pointed out that the members had been chosen with a view to representing as nearly as possible all sections and all territorial divisions of the Association. The following constituted the committee:—J. G. Elliott, Kingston Whig, Chairman; E. H. Macklin, Winnipeg Free Press; Frank Carroll, Quebec Telegraph, Colonel J. B. MacLean, MacLean Publishing Company, Toronto; E. Roy Sayles, Port Elgin Times.

NOMINATING COMMITTEE.

The president announced the appointment of the Nominating Committee as follows:—H. B. Donly, Simcoe Reformer, Chairman; W. F. Kerr, Regina Leader, John R. Bone, Toronto Star; John A. Cooper, Canadian Courier, Toronto; E. W. McCready, St. John Telegraph; W. S. Dingman, Stratford Herald, V. E. Morrill, Sherbrooke Record. Mr. Donly explained that his reason for appointing himself Chairman of the Committee was that he as past president could not take any office, and at the same time he said that he was more conversant than any other man with the past year's work of the Association and its immediate future need and also with the men who had been taking an active part in the work during the past year and who could be depended upon to fill the various positions. He thought the precedent should be followed from year to year and he said he hoped that future retiring presidents would not hesitate to serve as chairmen of the Nominating Committee.

Election of Officers

Unusual interest centered around the election of officers, members of Board of Directors and standing committees, not only because of the increased responsibility in organization of national scope such as the C. P. A. now is, but also because the new Constitution which became effective at this year's meeting called for a complete change in the manner of governing the Association. The

Executive Committee has been replaced by a Board of Directors of 25 members, which the Constitution provides shall be representative of every interest and every territorial division in the Association. It is composed as follows:—a President; a Past President; five Vice-Presidents representing the five territorial divisions, respectively, and elected by said divisions, or failing election in that way, by the Annual Meeting; a Treasurer; the Chairman of the Daily Section, the Chairman of the Weekly Section, the Chairman of the Trade and Class Press Section; the Chairman of the Paper Committee, the Chairman of the Labor Committee, the Chairman of the Advertising Committee, the Chairman of the Postal and Parliamentary Committee; ten elected members, of whom one shall be a resident of the Maritime Provinces, two residents of the Province of Quebec, three residents of the Province of Ontario, and one resident of each of the provinces of Manitoba, Saskatchewan, Alberta and British Columbia, respectively.

The report of the Nominating Committee was adopted, without amendment and by unanimous vote, as follows:—

BOARD OF DIRECTORS.

President,—W. M. O'Beirne, Stratford Beacon.

Past President,—Hal. B. Donly, Simcoe Reformer.

Vice-Presidents (in some cases elected by the territorial divisions and in other cases nominated by the Nominating Committee).—Maritime Provinces Division,—R. L. Cotton, Charlottetown Examiner; Ontario and Quebec Division,—W. E. Smallfield, Renfrew Mercury; Manitoba-Saskatchewan Division,—W. F. Kerr, Regina Leader; Alberta and Eastern British Columbia Division,—J. H. Woods, Calgary Herald; Western British Columbia Division,—John Nelson, Vancouver News-Advertiser.

Treasurer,—J. H. Cranston, Toronto Star.

Chairman of Sections: (each Section having elected its own Chairman): Daily Section,—J. G. Elliott, Kingston Whig; Weekly Section,—E. Roy Sayles, Port Elgin Times; Trade and Class Section,—Col. J. B. MacLean, MacLean Trade Papers, Toronto.

Chairmen of Standing Committees: Paper Committee,—J. F. MacKay, Toronto Globe; Labor Committee,—E. F. Slack, Montreal Gazette; Advertising Committee,—W. J. Taylor, Woodstock Sentinel-Review; Postal Committee (Chairman elected by acclamation at a previous session of this Meeting); P. D. Ross, Ottawa Journal.

Elected Members: Maritime Provinces,—J. C. Keating, Moncton Times; Quebec,—V. E. Morrill, Sherbrooke Record, L. J. Tarte, Montreal La Patrie; Ontario,—A. T. Wilgress, Brockville Times, Lorne Eedy, St. Marys Journal, W. G. Brook, Canadian Home Journal, Toronto; Manitoba,—John Stovel, Nor' West Farmer, Winnipeg; Saskatchewan,—E. S. Zingg, Wapella Post; Alberta,—W. A. Buchanan, M.F., Lethbridge, Herald; British Columbia,—F. Burd, Vancouver Province.

COMMITTEES.

Paper Committee (which under the constitution shall consist of three members):—J. F. MacKay, Toronto Globe (Chairman); E. W. McCready, St. John Telegraph; E. H. Macklin, Winnipeg Free Press.

Labor Committee (which under the Constitution shall consist of three members): E. F. Slack, Montreal Gazette (Chairman); John Ross Robertson, Toronto Telegram; Frank Adams, London Advertiser.

Advertising Committee (which under the Constitution shall consist of seven members of whom each Section shall have at least one member): W. J. Taylor, Woodstock Sentinel-Review (Chairman); David Williams, Collingwood Bulletin; John Weld, Farmers' Advocate, London; Geo. E. Scroggie, Toronto Mail and Empire; Wm. Findlay, Ottawa Free Press; H. A. Robert, Montreal La Presse; C. A. Abraham, Winnipeg Telegram.

Postal and Parliamentary Committee (under the Constitution it is provided that this committee shall consist of seven members of whom each Section shall have at least one member and that the members of the Committee shall be nominated by the Nominating Committee. At the opening session of the Convention P. D. Ross was re-elected Chairman of this Committee by unanimous vote and it was decided to have the Daily Section nominate one member representing metropolitan dailies, one member representing medium city dailies and one member representing small city dailies; the Weekly Section one member representing weekly newspapers; and the Trade and Class Section one member representing trade newspapers and one member representing class publications): P. D. Ross, Ottawa Journal (Chairman); E. F. Slack, Montreal Gazette; Wm. Findlay, Ottawa Free Press; W. R. Givens, Kingston Standard; H. B. Donly, Simcoe Reformer; Acton Burrows, Canadian Railway & Marine World, Toronto; John A. Cooper, Canadian Courier, Toronto.

ADOPTION OF REPORT MOVED BY W. S. DINGMAN.

After the report of the Nominating Committee had been read, W. S. Dingman of Stratford Herald claimed and was accorded the

Resolutions Adopted by the Convention

1. That the consummation of the long desired amalgamation of the various organizations of this Dominion into the Canadian Press Association, on the present occasion, calls for sincere congratulations and a generous recognition of the splendid services his pressure all along the line. The added responsibilities demand the best in all of us to make the organization cohesive, expansive and useful, and to this end we bespeak cordial and helpful work, so that what has been so auspiciously commenced may grow and prosper. "All for each and each for all" should be our motto.

2. That this Association appreciates the valuable work of the Executive Committee of the past year and approves its desire that the newly-formed body shall have the support of every Canadian newspaper. The various committees, too, merit thanks for efficient services. The task set before our Secretary has been herculean in character, but has been disposed of with cheerfulness and untiring energy, and he is entitled to unstinted praise, which is warmly accorded, and the hope is expressed that with the vast collaboration and researches of past days there will come more pleasurable duties in the department he so ably and competently fills.

3. That the second oldest member of the Association, Mr. E. Jackson, of the Newmarket "Era" be elected an honorary member, a fitting recognition of long years of service to the Association and to Canadian journalism.

4. That the President of the Canadian Press Association be instructed to memorialize the Premier of Canada to the effect that the law may be amended so that publishers who become members of Parliament shall have the same immunities in Dominion affairs as they now have in Provinces of the Dominion.

5. That this Association heartily approves of the proposed celebration of One Hundred Years of Peace, and that the members join in the varied forms of demonstration that may be projected throughout the Dominion, with the sincere purpose of cementing and augmenting the splendid Exhibition of Peace and amity by kindred nations with common aims and aspirations. We recommend to the Executive Board the suggestion that at the meeting of 1915 an evening be devoted to a Press celebration of a type and character that will emphasize our thankfulness for so beneficent a term of reciprocal relationships.

6. That we emphasize the request of the Advertising Committee for the co-operation of every member of the Association in giving effect to its decisions, and thereby make newspaper publishing not only more pleasant, locally and widespread, but more profitable also.

7. That next year the Executive reports be issued and mailed to all members at least one week prior to the Annual Meeting, enabling careful perusal and thereby intelligent consideration when brought before the gathering. That the Executive fix a date for the closing of the year's business at least two months prior to the Annual Meeting.

8. That only such bulletins as are necessarily of a confidential nature be marked "Confidential—for use of members only." That such confidential bulletins be always printed on a kind of paper approved of by the Executive Board.

11. That the thanks of this Association be tendered to the C. P. R., G. T. R., C. N. R., G. T. P., I. C. R., and Northern Navigation Co. for transportation courtesies extended to the Secretary during the past year.

12. That the thanks of this Association be tendered to the G. T. R., G. T. P., C. N. R. and Northern Navigation Co. for transportation courtesies extended to this Association in connection with this meeting.

13. That the thanks of this Association be tendered to James Schermerhorn for his address on the subject of "Who Makes Fraudulent Advertising Effective?"

14. That the thanks of this Association be tendered to the American Newspaper Publishers' Association for the valuable information relating to United States advertisers and advertising agencies furnished to our Secretary during the past year and for the courtesies extended to him in connection with the annual meeting of that association in New York in April.

privilege of moving its adoption. Mr. Dingman spoke appreciatively of his local confrere, Mr. O'Beirne, who was nominated for the presidency, and said that while each had made animadversions upon the other from time to time, and might again, for they couldn't afford to let things get monotonous, yet he recognized Mr. O'Beirne's sterling worth to Canadian Press Association and expressed his pleasure also that the first full-year president under the new Constitution should be chosen from his own city of Stratford. Mr. O'Beirne makes the third Stratford man to have held the honored office of president of the C.P.A., the first having been Wm. Buckingham and the second Mr. Dingman.

RESOLUTION RE IMPERIAL PRESS CONFERENCE.

In addition to the resolutions carried unanimously and printed on the opposite page and the one referred to in the article on the postal situation another was introduced dealing with the representation of the Association on the Committee in charge of arrangements for the Imperial Press Conference to be held in Canada next year. This resolution read as follows:—

"That in view of the fact that the General Committee of the first Imperial Press Conference was composed of publishers of Provincial Weeklies, dailies and periodicals as well as the larger dailies in Great Britain. And because of the fact that the Imperial Press Association is to meet in Canada in 1915 and that the representatives are to be the guests of the Dominion and Provinces of Canada—their entire expense from the time they leave Canada until their return being paid by public funds. This Association expresses regret that the Committee which was appointed to select a General Committee to represent this Association has overlooked the largest and most important section of the publishers of Canada, viz., the smaller city dailies, weekly and class papers. Therefore the Association requests the new Executive to see, before any further progress is made in the arrangements for the Imperial Press Conference that all sections of the Association are represented in proportion to their membership in the Association."

NO EXPLANATION FROM SIR JOHN WILLISON.

Sir John Willison did not attempt to explain why the personnel of the Committee had been restricted entirely to daily publishers with the exception of the officers of the Association, who it has been understood all along were merely acting in their official capacity. Sir John said:—"Last fall I came to this Association and stated the case for the Imperial Press Conference. I stated it without any endeavor to influence the judgment of this Association one way or the other. The unanimous decision of this Association was to give to me absolute power to appoint this Committee. I objected to accept that power. I asked to have associated with me the President of this Association and others and we appointed this Committee. We have proceeded a good distance, and we have done a good deal of work. I only want to make this one, simple explanation that I took the chairmanship of this Committee, that I am a member of the Committee under the terms in which it was appointed, and I am not its chairman and I am not a member of the Committee under any other conditions."

Colonel MacLean asked what grounds there were for excluding the weekly press in Canada when the original committee, which organized the first Imperial Press Conference at London, included twenty-one representatives of provincial weeklies and small dailies out of a total of ninety-eight members of the Committee. Sir John did not answer this but said he had been in communication with the headquarters of the Empire Press Union at London, England, and they had written him concurring in the present arrangements so far as they had gone and expressing the hope that the Canadian Press Association would make no change in them. He also said that no formal representative meeting of the Committee had been held, but one would be held on the following day. He intimated that when the Committee was finally constituted there would be no cause for grievances, if he could prevent it, and said he hoped each Section of the Association would be fairly dealt with. J. F. MacKay, Toronto *Globe* and L. H. Dingman, Stratford *Herald* also spoke in opposition to the resolution and it was withdrawn without a vote being taken on it.

PANAMA PACIFIC EXPOSITION.

The Secretary read the following telegram from Chas. F. Hatfield, Field Secretary, Panama Pacific Exposition: "I extend greetings from Panama Pacific International Exposition and urge the appointment of a Committee to represent your association in organizing and arranging World's Press Congress, San Francisco, 1915, in co-operation with similar committees appointed by leading newspaper organizations in the United States." On motion the matter was referred to the Board of Directors.

An amendment to the Constitution was submitted increasing the fees of the Trade and Class Press Section, but as the new schedule proposed did not meet with the approval of some members, it was referred back to the Section.

Reports were presented from the Daily, Weekly and Trade and Class Sections, reviewing the work accomplished and program covered by them at their respective meetings on Thursday afternoon and Friday morning. Each of these was adopted by motion, duly seconded and carried.

Col. MacLean and J. F. MacKay were re-elected as representatives of the Association on the Board of Directors of the Canadian National Exhibition.

THE PRESIDENT-ELECT.

President Donly introduced the President-elect, W. M. O'Beirne, of Stratford *Beacon*, and said the duty of welcoming him was an especially pleasant one because for the past 25 years he had been one of his most intimate friends.

Mr. O'Beirne, on taking the chair, was received with hearty applause. He said: "I feel very grateful to the members of the Canadian Press Association for the high honor they have conferred upon me by electing me its President. I have been a member of the Association since 1883, and I have always taken a great interest in its work, I have acted as Chairman of the Daily Section and I have been a member of your Executive Committee.

Agreement Between Newspaper Publishers of Canada and the Canadian Press Association as Represented by its Advertising Committee.

We agree to allow no commission, discount, rebate or drawback of any kind from our published rate card to any person, firm or corporation in Canada except advertising agencies recognized as official solicitors of general advertising for the newspapers of Canada by the Advertising Committee of the Canadian Press Association.

Provided only that we may maintain one special representative (and no more) in each city of 50,000 population, or over, who may be paid salary or commission as desired. We agree not to employ the same representative as is employed by any other competing publisher in our city. No such special representative shall be the employee of or have any connection, financial or otherwise, with any recognized advertising agency. Notification of appointment of special representative shall be made to the Secretary of the Canadian Press Association. No such appointment shall be made of any special representative within twelve months after he has been refused recognition as an official advertising agent. We agree that our special representatives shall not be permitted to quote below our card rates, nor to grant any rebate, discount, or commission to any advertiser direct, nor to any other special representative.

We agree to give no preferential rates or terms to any Canadian advertiser, or advertising agency in regard to commissions, discounts, rebates, positions or conditions of contract; and under all conditions to short rate any advertiser or advertising agency which shall not complete its contract within twelve months from date of first insertion, collecting for the actual space used according to our rate card, exception being made only where the advertiser dies, or becomes insolvent, or becomes financially irresponsible and the advertising agent or ourselves are unable to collect for advertising done up to that time under contract.

This agreement to be filed with the Secretary of the Canadian Press Association and we to have the privilege of withdrawing at any time on giving three months' notice in writing.

Name of paper

Signature of Publisher or Manager.....

Date

The above agreement was signed by 14 members of the Daily Section and 41 members of the Weekly Section, in attendance at the Convention. Some members signed on the condition that their local contemporaries agreed to it also. The agreement will now be submitted by "bulletin" to the entire membership, and it is confidently hoped will be signed by a large number. It embodies a decided but much-needed reform in newspaper practice, and is worthy of a wide measure of support.

I fully recognize the great responsibility that rests upon every member of the Board of Directors of this Association. I am going to make no promise as to what will be accomplished in the future, but I can assure you that I shall devote all the energy and all the time it is possible for me to give in promoting the welfare of the Canadian Press Association. (Applause).

I am very grateful to my esteemed contemporary Mr. Dingman for the nice tribute he paid me. We have had some little passages in our newspaper work, but underneath it all we have the interest of our journals at heart, and we have always worked together in harmony. I thank you once again most heartily for the confidence you have reposed in me by electing me your President. (Applause).

This concluded the proceedings of the Convention.

Publishers Endorse Opposition to Postal Bill

Postal Committee and Officers of Association Who Led the Fight Warmly Praised—Right to Fix Rates Must Remain with Parliament

A PART FROM its own internal affairs the one issue of paramount importance that engaged the attention of the General Association at this year's C. P. A. Convention was the second class postal rate situation. This question has been carefully followed from month to month in the columns of *PRINTER AND PUBLISHER* and it was intimated in the last issue that the Postal Committee assisted by the Executive and backed up by a portion of the membership to whom appeal was made, was successful in defeating the Postmaster-General's attempt to take from Parliament and give to himself or his officials power to fix postal rates on second class matter. The Postmaster-General admitted his defeat by allowing his amending Bill, containing the objectionable clauses, to die in the House at propagation of Parliament, having refused to amend it in accordance with the views of Canadian Press Association.

A number of charges have been made against the Association as represented by its Postal Committee and officers, the apparent purpose being to cause dissention in the ranks of the Association by imputing unworthy motives to the opposition to the Bill. An attempt was also made to line up the press of Canada in a political controversy over the alleged partisan defeat of the Bill. If anyone had any doubt as to the success or otherwise of these attempts it should now be entirely dispelled by the unanimous and hearty approval of the C. P. A. Convention of the course taken by its Postal Committee. This is particularly gratifying since it not only conveys well merited praise to the Postal Committee, and all who were associated with them in the fight but it again enunciates in terms that cannot be misunderstood the essential principle that postal rates on newspapers shall be fixed by Parliament only and not delegated to any individual or committee.

The other main point which called for decision by the Convention was what further action, if any, should be taken with a view to bringing the present unsatisfactory situation to a head, having in view the Postmaster-General's recent ultimatum threatening the introduction of a rate of 1 cent per copy on papers going to cities having carrier delivery and $\frac{1}{4}$ cent per copy on papers addressed to post offices not having a delivery service. This threat was contained in a yellow circular recently sent out by the Department. In this connection also the decision of the Postal Committee, as expressed by its recommendations were endorsed by the Convention with practical unanimity. The position was taken that inasmuch as the Postmaster-General had not yet fulfilled his promise to submit a memorandum to the Association containing his views in reply to the findings of the special meeting of publishers last November that the responsibility rested on him and not the Association, to make the next move. The newly elected Postal Committee was therefore instructed to interview the Postmaster-General with a view to an amicable understanding and in case such an interview does not prove satisfactory to organize a large deputation of members to protest to the Prime Minister against the removal of postal rates from Parliament, and against the proposed arbitrary rulings of the Post Office Department in connection with rates.

Report of Retiring Postal Committee

The question was introduced at the opening session on Thursday morning when the report of the Postal Committee came up for discussion. The report read as follows:—

The main question of the year was as to a proposed increase by the Dominion Government of the general rate of newspaper postage.

It will be recalled that, consequent upon a circular issued by the Post Office Department in 1912 stating that a re-adjustment of newspaper postage was contemplated, the Canadian Press Association in conjunction with Canadian Press Limited, sent a delegation to Ottawa on November 23, 1912, to interview the Postmaster-General. At that interview Hon. Mr. Pelletier said "Anything that I may do . . . will be done after full consultation with and advice of the newspapers." He intimated that something must be done owing to the demand of the railway companies. In consequence of this the two newspaper Associations appointed Mr. M. E. Nichols to investigate the conditions affecting the conveyance of newspapers by post and the claims of the railways.

Upon receiving the exhaustive and splendid report of Mr. Nichols a general meeting of Canadian Press Association and Canadian Press Limited on November 26 last framed a suggestion for a re-adjustment of postal rates which proposed an increase on long hauls, providing certain abuses of second class mailing regulations were legislated against.

This suggestion was made to Mr. Pelletier on December 1 last

by the Presidents of Canadian Press Association and Canadian Press Limited. The Postmaster-General informed the deputation that after a full consideration of the representations he would send a memorandum to the Associations expressing the Department's views. He intimated that this memorandum would be submitted in the near future and suggested that it be answered by another press deputation at an early date.

The promised communication has never been received, although repeated inquiries were made by both your President and Secretary; yet your Committee in May were surprised to learn that a Bill was passing through the House of Commons which took from Parliament the control of newspaper rates and vested arbitrary power in the Postmaster-General.

At a joint meeting of the Executive Committee of Canadian Press Association and the Postal Committee a respectful protest against the feature of the Bill which took the taxing power from Parliament was sent to the Postmaster-General. This failing of effect, the Postal Committee was instructed to oppose the Bill before the Senate. As a result of this, also of an interview with the Prime Minister, the Postmaster-General offered before the Senate Committee on Banking and Commerce to accept amendments limiting to $1\frac{1}{2}$ ¢ per pound any increase in the newspaper rate, instead of $\frac{1}{4}$ ¢ per pound as at present, and that any rates proposed should go before the Treasury Board for approval with the implication that a newspaper hearing might take place there. Your Committee still maintained that postal rates should be fixed by Parliament. The Senate accepted this view and the Bill was withdrawn by the Postmaster-General.

CRITICISM OF POSTMASTER-GENERAL.

In the discussions which took place the Postmaster-General stated that the reason he had not, prior to asking legislation, communicated with the Press Association as promised, was that at his meeting of December 1 with the Presidents of the two Associations he had asked Mr. Nichols for further information which had not been forwarded. The Presidents of the Associations both state their remembrance to be that this was purely a personal request by the Postmaster-General to Mr. Nichols. They were not aware the Associations were concerned. In any case, it would appear to have been reasonable on the part of the Post Office Department to inquire of either Mr. Nichols or the Associations during the six months which followed why any desired information was not forthcoming. This was not the case. On the contrary, as already stated, several inquiries by the President or Secretary of Canadian Press Association to the Post Office Department failed to secure information that any postal action was contemplated.

The Postmaster-General, in the discussions before the Senate Committee, laid stress on the fact, as he phrased it, that the newspapers admitted that existing rates were too low. Your Committee wishes to emphasize the fact that the suggestions the Associations made regarding increase of rates on the long haul were based upon a rectification of conditions regarding low priced issues of large papers, and it unfair to cite a part of the newspaper proposition as pertinent, while ignoring another part on which the first was conditional. This is particularly the case because the Postmaster-General intimated that he did not favor interference with slaughter prices. Nevertheless, he himself cited a case of enormous burdening of a trans-continental mail by an exceptionally heavy Saturday issue as an argument for higher postal rates all round.

Since the adjournment of Parliament, as members are aware, a notice has been issued by the Post Office Department of contemplated changes in the newspaper postal regulations, the effect of which would be to compel postage of 1¢ per copy upon newspapers delivered by carrier, and of $\frac{1}{4}$ ¢ per copy upon newspapers going to any post office to be called for. These regulations, if enforced, would mean a vast increase of postage payments.

Your Committee, in urging the retention by Parliament of control of postal rates, acted under the instructions and with the co-operation of the President and Executive of the Associations and trust that the course followed has the approval of the Association.

ULTIMATUM OF P.M.G. UNWARRANTED.

With regard to the notice issued by the Post Office Department of contemplated changes in the rates, your Committee holds emphatically that the proposed action is unwarranted and contrary to the spirit of the Act.

Your committee would suggest that every member of the Association make it a point to protest personally to the member of Parliament for his constituency against the transfer of control of newspaper postage from Parliament to the Department and against

any new interpretations of the Act calculated to so deeply injure the newspaper business as those recently outlined by the Department.

WILL FIGHT DOUBLE PAGE SPREAD REGULATION.

There is another postal matter which developed during the year and which, while not nearly so important as the other matters referred to in this report, seems to call for further action by this Association. The reference is to what is known as the double-page spread regulation. This is regarded by your Committee as an unwarranted interference with the newspaper industry. Your Committee protested against this regulation when it was first promulgated, but the only result of that protest was the fixing of a special rate of 2c per pound on issues containing double-page spreads in stead of the regulation that such issues should be denied second-class mailing privileges.

Your Committee did not at the time press the matter further because of the belief that the whole Postal Act would come up for revision at the ensuing session of Parliament. As that expectation was not realized, your Committee suggests that this meeting request the Postmaster-General to rescind the ruling that issues of newspapers and periodicals containing double-page spreads be subject to a double rate of postage.

RESOLUTION OF EXECUTIVE COMMITTEE.

To the report of the Postal Committee was added a resolution of the Executive Committee, which read as follows:—

Resolved: That the Executive Committee of the Canadian Press Association by unanimous vote place on record their hearty approval of the position taken by the Postal Committee in respect to House of Commons Bill No. 147;

That the Executive Committee is unreservedly of the opinion that the control of newspaper postage rates should remain with Parliament and not be vested in one or a few ministers;

And that the Secretary be instructed to read this motion to the Annual Meeting with the Executive Committee's recommendation that it be endorsed by resolution of that body.

Upon motion of J. G. Elliott, Kingston *Whig*, duly seconded, the report of the Postal Committee and the resolution of the Executive Committee endorsing it were adopted by the meeting by unanimous vote.

VOTE OF THANKS FOR OPPOSITION TO BILL.

Acton Burrows, *Canadian Railway and Marine World*, Toronto, expressed deep appreciation of the work done by P. D. Ross, Ottawa *Journal*, Chairman of the Postal Committee in fighting Bill 147 at Ottawa and moved that the meeting pass a formal vote of thanks to Mr. Ross for his valiant and successful efforts on behalf of the Association. At the suggestion of Mr. Ross, the names of President Donly and Secretary Imrie were included in this motion, which, after having been seconded by W. J. Taylor, Woodstock *Sentinel-Review*, was passed by the meeting amid hearty applause. It was also proposed that the report be printed at once, and sent as a bulletin to the entire membership, and every member of Parliament and of the Senate. This was carried unanimously.

W. B. Burgoyne, St. Catharines *Standard*, considered that the meeting should fully understand what was meant by the retention in Parliament of the power to amend or fix postal rates. Mr. Burgoyne thought that if the Association was satisfied with the present schedule of rates and was prepared to take the ground that it should remain unchanged, then to have Parliament retain the right to fix rates would be well enough, but if the Association was not satisfied and considered that an upward revision of the rates was necessary, then the speaker thought some other action should be taken. He said the Postmaster-General was right in his contention that all matters relating to postal rates and regulations must be discussed with officers of his department, and should come as a recommendation from Parliament. He said that the situation at present is not satisfactory to the majority of publishers, especially the smaller dailies in western Ontario, and if the resolution meant to indicate that no change was necessary, then Mr. Burgoyne wished to dissent from the resolution. He thought it was not possible to adopt in a very short time a policy satisfactory to all the interests represented in the Association, and defended the calling of a meeting of small city daily publishers some months ago for the purpose of discussing their particular grievances and seeking to secure an equitable adjustment of them.

NOT A QUESTION OF RATES.

Replying to Mr. Burgoyne, Acton Burrows pointed out that it was not now a question of rates, but of the right of Parliament to fix rates. "The Executive Committee, when they recommended that power to fix rates should be left in the hands of Parliament," said Mr. Burrows, "did not want it left in the hands of one man who, without notice or consultation, can issue to himself an order to put on a rate of postage. I say it should be left in the hands of

Parliament; then if the Postmaster-General wants to change the rate he has to introduce a Bill, and it comes up for discussion, and we have a chance of being heard." The speaker severely criticized the manner in which the Postmaster-General and his Deputy secured the passage of Bill 147 through the House of Commons, and especially their treatment of Canadian Press Association.

W. A. Fry, Dunnville *Chronicle*, referred to the suggestion made at the Executive Committee that each section of the Association appoint one member to go to Ottawa and work with Mr. Ross and endeavor to reach a satisfactory adjustment of the whole situation.

KEEP UP THE FIGHT.

Arthur Girouard, *Le Mincur*, Thetford Mines, Quebec, protested strongly against the Postmaster-General asking the papers to pay the old rate of one cent per copy on papers going to cities having a delivery service and a quarter cent a copy to those called for at Post-Offices, and asked the meeting what they proposed to do in opposition to the Postmaster-General's threat in this connection. Some member said "Fight!" and Mr. Girouard called forth the united applause of the meeting by replying warmly: "Fight! Yes, I am in favor of fighting."

Mr. Ross, Chairman of the Postal Committee, spoke next, and suggested that the resolution adopting the report and endorsing the resolution of the Executive Committee should first be passed and then the meeting should discuss what action should be taken with regard to the legislation outlined by the Postmaster-General. Mr. Ross pointed out that the Postal Committee had done the small city daily publishers a service in standing up for the resolu-

What the C.P.A. Decided anent the Postal Situation

The following are the recommendations of the Postal Committee that were adopted by the Convention. They indicate the course of action that will be followed in the immediate future.

First—That a further interview be had with the Postmaster-General by the committee at an early date with a view to an amicable understanding and further rearrangement of rates by Parliament arising therefrom, to be reported to a general meeting of the association for instructions before acceptance.

Second—That in case such interview with the Postmaster-General does not seem to promise a satisfactory outcome the postal committee be authorized to organize as large a deputation of members of the association as can be secured to wait upon the Prime Minister to protest in the strongest possible way against the removal of control of postal rates from Parliament and against the proposed arbitrary rulings of the Post Office Department in connection with rates.

tion that was passed by the Association last November, which accepted the principle of a fair increase for long hauls, provided that no daily paper should be sold at less than \$2 per annum. This Mr. Pelletier would not consent to, and although he said he would agree to adopting the zone system it was not known whether the zones he favored would be of sufficient extent to give much protection to the small daily publishers. Mr. Ross further said that the Postal Committee could only do one thing in justice to all sections of the association, and that was to fight for the policy which had been unanimously adopted by the joint meeting last November.

L. H. Dingman, Stratford *Herald*, suggested that the President appoint a special committee, consisting, say, of three from each section, to consider the postal situation and report at an early session on Friday morning.

REPRESENTATIVE POSTAL COMMITTEE.

In reply to Mr. Dingman's suggestion re a special committee, the President announced that, in view of the new character of the Association, it was thought wise to have the personnel of the new Postal Committee consist of one representative of each class of publications, and he suggested the following formation: P. D. Ross, as Chairman, and six members, one member of the metropolitan daily class, one of the medium daily class, one of the small dailies, one weekly publisher, one trade paper representative, and one class paper representative. This committee, the President said, might be appointed at the afternoon sessions of the sections, and could take up the duty of considering the present situation and report at the meeting the following morning, thus carrying out Mr. Dingman's

suggestion, and at the same time making it unnecessary to appoint a special committee.

SPECIAL SESSION FRIDAY A.M.

The special session for the further discussion of the postal situation did not open until 10 o'clock on Friday morning instead of at 9 as at first planned. Promptly at that hour the President called upon Mr. Ross, who had been re-elected chairman of the Postal Committee the previous day, to present the report of his Committee. It is printed in full in the panel on page 45.

Mr. Ross moved the adoption of the report.

SMALL CITY DAILIES HARD HIT.

W. B. Burgoyne, *St. Catharines Standard*, then spoke at considerable length on behalf of the small city dailies throughout Ontario, whose business, he said, was seriously affected by competition of the Toronto dailies. This applied particularly to the 24 small dailies west of Toronto. Mr. Burgoyne referred to the meeting of small city daily publishers held at the Prince George Hotel, Toronto, on February 12, at which a petition was drawn up and afterwards signed by 75 per cent. of the Ontario small city dailies. The petition asked that postal rates on daily papers going within a 20 mile radius of place of publication be such as indicated by the post office department and that outside said zone of 20 miles the rate be not less than 1 cent per pound for all daily papers irrespective of point of delivery and distribution. Also that the privilege of second class postage rates be denied to any and all papers which are sold outside their place of publication at less than \$3 for morning editions and \$2 for evening editions. The petition also recommended that mail carriers leave the points of central distribution not earlier than 1.30 p.m. instead of at 11 a.m. as is the general practice at present.

RURAL ROUTES GIVE INCREASED ADVANTAGE TO BIG CITY PAPERS.

Mr. Burgoyne drew attention to the fact that the establishment of rural mail routes and especially the early departure of carriers from central distributing points was particularly advantageous to the metropolitan city dailies and worked out to the great disadvantage of the small city daily papers. Going back to the time when there were no postal deliveries in small cities and rural mail routes were scarcely thought of the speaker said that in those days it mattered little what the big city papers were sold at since they were unaided by the postal department in competing with the small city dailies. He referred to several big city papers which at one time had scarcely any circulation outside of their places of publication but whose circulation statements at present show that one-half or more of their total circulation goes to outside parts. This, Mr. Burgoyne said, resulted in the congestion of the mails of which the department complained and which was one of the causes for asking for an increase in the rate of postage. To show this further Mr. Burgoyne had compiled some figures from Mr. Nichol's report and these show the daily papers in the eighteen smaller cities of Ontario aggregated in weight for a single issue 3,280 pounds and for a Saturday issue 5,298 pounds. In contrast to this the figures given in the report showed that the six Toronto dailies for a single issue of ordinary size aggregated in weight 23,861 pounds, while an average Saturday edition of the same papers weighed 41,528 pounds. This gave some idea of the enormous extent to which the outside circulation of the big city papers had been cultivated.

URGED ON BY DEPARTMENT STORES.

Another striking evidence of the development of outside circulation on big city papers and incidentally one of the chief reasons for it was the difference in the volume of department store advertising carried by the Toronto papers ten years ago and that carried to-day. "Ten years ago," said Mr. Burgoyne "it was customary for the T. Eaton Company Department Store to run a thirty inch ad. in the morning papers giving brief mention of their offerings for the following day and adding that for full particulars the reader should refer to the *Toronto Star* of the same day." This showed that the circulation of Toronto papers was largely confined to the city at that time and the big stores did not find it necessary to advertise extensively in any more than one paper. The metropolitan papers had, therefore, good reason for trying to gradually drive out the smaller dailies by encroaching upon their territories and Mr. Burgoyne believed that they would eventually drive out the weeklies also. "They are doing this," he said, "to the detriment of every small city and town in Ontario." The papers now generally carry full page ads. for the department stores and he thought this would be followed by an attempt to confine the national advertising to the metropolitan papers with a view to putting all other mediums out of business or entirely in the background.

Mr. Burgoyne considered that it would be better to allow the power to fix postal rates to be placed in the hands of the Postmaster-General than to leave it with Parliament and said the

Postmaster-General and the Prime Minister were working in the interests of the smaller dailies and weeklies and the merchants in the small towns.

P. M. G. NOT FRIENDLY TO SMALL PAPERS.

Colonel MacLean said he agreed with practically all of what Mr. Burgoyne had said up to this point, but he felt very certain that Mr. Burgoyne was misinformed regarding the attitude of the Postmaster-General towards the big city dailies. "The Postmaster-General stated very distinctly," said Colonel MacLean, "that he could not go back on the *Montreal Star* and others because he was against any policy that handicapped them."

Mr. Ross, Chairman of the Postal Committee, added to this that it was equally certain that the small city dailies represented by Mr. Burgoyne could not look for protection in the matter of rates as asked for in their petition, as Mr. Pelletier had already announced his intention of continuing a basic rate of one-quarter cent a pound and the maximum would probably be one and a half cents if he were permitted to fix the rates instead of one cent as asked by the petition.

Mr. Burgoyne further objected that the 350 mile zone suggested by the Press Association in the findings of their meeting last November was too large to be considered as the "natural territory" of the metropolitan city dailies. The speaker said the present postal system permitted them to exploit altogether too much territory to the very great detriment of the weekly papers and small city dailies and their subscribers, all of whom share in making up the deficit in postal revenue caused by low rates on big city papers outside the places of publication.

President Donly said in his opinion it was futile to continue the argument as he thought everyone was conjecturing largely in the dark. He himself had no idea of what the Postmaster-General's real intentions were.

W. Wrigley, Commercial Press, Toronto, rose to express his appreciation, and he believed that of many others in the meeting, to Mr. Burgoyne for putting many facts before them which no doubt a great many had not been aware of previously.

INTERESTS OF TRADE PRESS IDENTICAL WITH WEEKLY AND SMALL DAILY INTERESTS.

D. O. McKinnon, Commercial Press, Toronto, speaking as a trade press publisher, pointed out that his interests and those of other trade publishers were absolutely tied up with the country weeklies and the smaller dailies, and, therefore, he had every reason to approve of much that Mr. Burgoyne had said. He considered, however, that from the standpoint of policy it would be extremely unwise to consider making any change in the decision previously arrived at and presented to the Postmaster-General in the findings of the meeting last November. Mr. McKinnon had been in Ottawa during the recent fight against the postal bill and the thing that had impressed him most was the absolute necessity of the publishers of all classes throughout Canada presenting an unbroken front to the Postmaster-General and the Government in an endeavor to secure treatment that would be as nearly fair as possible to all the various interests represented in the Association.

J. G. ELLIOTT CLEARS THE AIR.

J. G. Elliott, Kingston *Whig*, urged the meeting to adopt the report presented by the Postal Committee. Mr. Elliott said that he was convinced that everyone recognized the stalwart loyalty of Mr. Burgoyne not only to the Canadian Press Association, but to the entire publishing fraternity throughout Canada. He believed, however, that there was only one right thing to do at present and that was to follow the course mapped out by the Postal Committee's report. Mr. Elliott said in part:—"When the Postal Committee have their interview if they have anything to present to us, then this whole question as to rates will be up for our consideration and the presentation of our facts so that the Committee may go back to the Minister seized with everything we have in regard to this matter to present to him. I am also in accord with the proposal that Parliament have absolute control of the final decision as to postal rates. (Hear, hear.) That being the case, I think the recommendations of the Committee are such as this House should indorse. As I have said we stand 'pat'; we shall present a solid front saying to the Postmaster-General: "Mr. Postmaster, move along and let us know what you are going to do."

Mr. Elliott's views were concurred in by Mr. Ross, Chairman of the Postal Committee, who asked the question: "Is it a safe condition to have the power of taxing the great newspaper industry subject to private influence, or should we insist that any taxation that shall be placed upon it be decided upon in open day in the House of Commons?" The thing that we should do now is to get a proposition from the Postmaster General and also insist that whatever changes are decided upon the Association shall know immediately and to get the principle admitted that postage rates on second class matter should be fixed by Parliament and Parliament only."

The President then called for a vote on the motion to adopt the report. This was carried, Mr. Burgoyne alone dissenting.

NO BAN ON PUBLICITY.

The President asked the members to say whether or not they considered the postal discussion as confidential. This was answered by a motion from Mr. Burgoyne that the discussion and any information that comes to anyone on postal rate matters should not be regarded as confidential but that any newspaper might discuss it fully. This was seconded by Colonel MacLean, who said that within two days of last year's special meeting the Postmaster-General had a copy of the Nichols' report and also a complete report of the proceedings. The motion was carried unanimously.

RESOLUTION OF THANKS TO SENATE WITHDRAWN.

Although it was thought the postal rate matter was disposed of at the close of the special session on Friday morning, it was re-introduced at the afternoon session in the discussion on a recommendation of the Committee on Resolutions which read as follows: "That this Association desires to express its deep gratitude to those members of the Senate of Canada who rendered valuable assistance to the officers of this Association in their fight for the retaining the control of newspaper postal rates in the hands of Parliament."

Speaking in support of this resolution Col. MacLean said:—"I think that most of us who have had anything to do with this matter realize what really great and valuable assistance the Senate gave us, and it is only right that we should extend to that legislative body, in this simple way our hearty appreciation for what they did. I think many of the members of this Association have very little idea of the tremendous efforts that were made to stampede the majority of the Senate against the Postal Committee, and it is only fair that we should adopt such a resolution, and I hope it will be passed unanimously."

Sir John Willison said that the Bill was thrown out because it came from a Conservative Government but this brought forth cries of "No" from all parts of the hall.

This was taken exception to particularly by William Findlay of the Ottawa *Free Press*, who said that while he was opposed to the resolution to thank the Senate, he was convinced that their motives in helping to defeat the Postal Bill were not such as those mentioned by Sir John Willison. In support of this Mr. Findlay said the Liberal members of the Postal and Executive Committees were those who objected most strongly to going to the Senate and had agreed to it only as a last recourse, after it was seen that nothing could be done with either the Postmaster-General or the Premier. Mr. Findlay feared, however that a vote of thanks might be interpreted in a way the Canadian Press Association did not intend.

W. F. MACLEAN, M.P., FRIENDLY TO PELLETIER.

W. F. MacLean, M.P., publisher of Toronto *World*, who was a visitor to the Association for the first time in several years and was heartily applauded by the meeting, did not agree with the association in protesting against the arbitrary power to fix postal rates being given to the Postmaster-General. He had taken a stand for many years against the practice of drafting legislation in Canada on the ground that it was too verbose, had too many clauses and did not put enough responsibility on the Ministers.

He believed it was a good thing for a Minister to be made responsible for everything in connection with his department and said this plan had worked out successfully in the United States where Congress made it a rule in many cases simply to decide that a certain work should be gone on with and then to give entire authorization to one man, such as the President or the head of a department. It was objected that this did not apply to the fixing of postal rates in United States, but Mr. MacLean thought it did.

It was the consensus of opinion that the Association should not formally tender its thanks to the Senators and the resolution was withdrawn.



Newspapermen Guests at Theatre

ALTHOUGH no entertainment feature was officially down on the program at this year's C.P.A. Convention owing to pressure of important business, a very cordial invitation came from Miss Percy Haswell to attend the Princess Theatre on Thursday evening and witness the play "Never Again."

At the end of the second act Miss Haswell referred to the visitors and made a neat, clever speech, working in considerable journalistic vernacular. Having expressed the pleasure it gave to entertain the Press Association representatives, the speaker created a laugh when she declared: "The gentlemen of the press are here to-night on passes, not having any 'quoins' with them, but probably well loaded with 'due bills.' Several were late in getting here, probably because the press man is usually a good 'feeder.'"

While you are in the city I hope you will avoid the 'lock-up' and 'get out' on time. I must say the newspaper men are a 'fine type,' usually about '30 point.' I am glad to do something in return for the many things they have done for us."

The origin of the play is French, and it was therefore appropriate that the reply on behalf of the press should have been entrusted to Arthur Girouard, Thetford Mines *Miner*, Quebec. He briefly expressed thanks for the courtesy which had been extended to them to enjoy such a treat.



Will Discuss Advertising Problems on "Press Day" at C.N.E.

AT A meeting of daily paper publishers held on Thursday evening the first day of the C.P.A. Convention, a decision was reached to maintain the agreement respecting commissions to advertising agents, which was decided upon at the meeting of Class "C" publishers held last March. Another meeting will be called on the "Press Day" of the Canadian National Exhibition at Toronto, when the matter will again be re-opened and either the position now agreed upon re-affirmed or some other action taken.

Another question closely bound up with this one is the splitting of commissions with advertisers by the agencies, which was discussed earlier in the day at the Daily Section. This was brought up again at the special evening meeting and was left over until the next meeting on "Press Day." In the meantime the Advertising Committee are to again interview the advertising agents and bring back a report at that time when it is hoped some decision can be arrived at.



Ontario and Quebec Division Organized

ONE OF the outcomes of the consolidation of the various provincial and inter-provincial press associations into a National Canadian Press Association was to leave the publishers of Ontario and Quebec without any local organization affiliated with the national body. They were, in fact, in the same position as the publishers of Western British Columbia, where provision has been made in the new constitution of the C.P.A. for a territorial division, but where none has yet been formed. Therefore, an organization meeting was held on Thursday evening, the first day of the Convention of the General Association at Toronto. It was presided over by Hal. B. Donly, President of the C.P.A., and John M. Imrie acted as Secretary.

It was moved by John A. Cooper, *Canadian Courier*, Toronto, seconded by W. S. Dingman, *Stratford Herald*, and carried: That the officers of the Ontario and Quebec Division of the Canadian Press Association be a Chairman and a Secretary-Treasurer; that these officers and five elected members constitute the Executive Committee; and that the Chairman of the Division be the Vice-President of the Canadian Press Association representing the Division.

W. E. Smallfield, *Renfrew Mercury*, was elected by acclamation as Chairman of the Division and Vice-President of the Canadian Press Association representing the Division, and W. A. Craik was elected by acclamation as Secretary-Treasurer.

The vote for members of the Executive Committee resulted in the election of the following: Frank Carrel, *Quebec Telegraph*; E. F. Slack, *Montreal Gazette*; L. H. Dingman, *St. Thomas Times*; W. A. Fry, *Dunnville Chronicle*; W. L. Edmonds, *Commercial Press*, Limited, Toronto.

The Executive Committee were instructed to select the place and date of the next meeting.

PRESS MEETINGS FOR WESTERN PUBLISHERS

Annual Meeting of Manitoba and Saskatchewan Division of Canadian Press Association, Winnipeg, August 24.

Annual Meeting of Alberta and Eastern B. C. Division of Canadian Press Association, Vernon, B. C., September 1-4.

THE EDITORS' VIEWPOINT

"Tools to Work Withal"

IT IS A VERY natural tendency of a jobbing business, such as printing is, that those engaged in it should be inclined to accept every order which they can possibly execute—resulting sometimes in the acceptance of work which would better be declined, or passed on to someone better able to handle it. This is no doubt due to a mistaken notion—perhaps held unconsciously to a greater or less degree—that "printing is printing," and that the man who enters upon a career as a printer must and should cater to and accept work of almost endless variety, and should turn out every job in his own plant that by any sort of clever manipulation can be turned out with the equipment available therein. So far as the acceptance of all orders that in any way come within the scope of the printing industry, we think this an excellent policy, especially for job printers in the smaller towns and cities where specialization is impossible. We believe the local printer, whose volume of business in any one line is necessarily limited, should aim to represent the entire graphic arts in his community. Strong exception must be taken, however, to the over-ambitious desire of some printers to actually produce work within the four walls of their own establishment for which they are improperly or insufficiently equipped. The result is usually dissatisfaction to the customer and financial loss to the printer, due to the extra expense caused by not having proper facilities and the makeshift methods that so often have to be resorted to. Take, for instance, counter check books, ruled forms of special pattern and on odd sized sheet, process color work, tariff and other difficult tabular work, enormous runs on envelopes or tags, work that can be produced on a rotary at a fraction of the cost on a cylinder press; theatre tickets,

bread wrappers and labels, and so on *ad libitum*. These and other classes of work which call for special equipment and expert knowledge, can be handled successfully and profitably only by comparatively few firms, generally concerns that have in a sense sacrificed the ordinary run of commercial work in order to follow up the special line to which their inclination and their special knowledge beckoned them.

So we would impress upon job printers everywhere, that while they may feel called upon to accept an almost infinite variety of work—and we see no reason why they should not so long as they exact a fair profit—they should not attempt to turn out work for which they have not the proper facilities. It is not always a question of whether or not the production of certain work is possible, but whether it is wise and expedient in view of some improved method which is not at the immediate disposal of the firm receiving the order. A man may walk from one end of a big city to the other, but it is generally more desirable, from every viewpoint, to take a street car. If he walks he will save car fare, but spend much more than its value in time and energy. If he walks he can feel a temporary pride in total independence of any man-made conveyance, but he will do it at great sacrifice, and in the doing of it will display narrowness of thought and lack of confidence in that co-operative spirit that makes the development of civilization possible.

And, likewise, the printer who does not take into account other methods of production than those housed beneath the roof of his own establishment—no matter how pretentious it may be—is doing an injustice to himself, his customers and the printing craft generally.



A Commendable Forbearance Toward Mr. Pelletier

THE DECISION arrived at by the recent Convention of the Canadian Press Association in connection with the vexed postal situation was undoubtedly the wisest course under the circumstances. It was the outcome of a restrained and sane discussion of a very aggravating situation. That the Postmaster-General has not treated the Canadian Press Association fairly is generally agreed—in fact, at the convention not a single publisher even attempted to justify the devious ways in which Mr. Pelletier strove to secure by Act of Parliament an arbitrary power over the press of Canada. Some of the incidents that were brought to light in the course of his futile efforts—most of

them revealed by his own words—were discussed in an editorial in our last issue, entitled "The Inconsistencies of the Postmaster-General," and so need not be referred to here. It was our thought then that the press of Canada had been ill-treated, even insulted, to such an extent as to make it practically impossible to carry on further negotiations with the Postmaster-General without considerable loss of dignity to the publishers, and we suggested that, inasmuch as the C. P. A. were not morally called upon to make the next move, that the Postmaster-General be ignored and his next appeal to Parliament awaited. The Postal Committee, however, being long-suffering, decided to give

Mr. Pelletier one single opportunity to make amends, in a measure, for his recent hurtful and unfriendly actions and utterances, and the Convention adopted their proposal.

Frankly, we have no great hopes for a satisfactory outcome of any further negotiations with the head of the Post-Office Department at this time, but we cheerfully acquiesce in the decision of the Convention—for it was a unanimous decision, with the single exception of one publisher, whose only difference is a mis-directed zeal for the class of papers he represents. Another reason why we are quite satisfied with the Postal Committee's report, is because it provides for an alternative action in case the interview with the Postmaster-General does not promise a satisfactory outcome. This outlet is the organization of a large deputation of members of the Canadian Press Association to wait upon Premier Borden and "protest in the strongest possible way against the removal of control of postal rates from Parliament and against the proposed arbitrary rulings of the Post-Office Department in connection with rates." We feel sure that this alternative action would prove highly effective, for if we read aright, the Postmaster-General's recent tactics have not met with an enthusiastic reception from the Prime Minister or members of Parliament on either side of politics. By his attempt to deceive the House of Commons in presenting his Postal Bill he no doubt lost

much of his reputation for sincerity and sagacity, just as that and similar actions have lost him the confidence and respect of the press of Canada. Knowing this, as he must know it by this time, it is to be hoped that he will recognize a note of warning in the second clause of the Postal Committee's report and decide, even at this late date, that it would be more discreet to devote his energies to the proper administration of his Department than toward the acquisition of the tremendous power he seeks to wield over the press of Canada. For the present, there is nothing more to be done, so far as the publishing interests are concerned, but to wait for the report of the Postal Committee on the result of their interview with the Postmaster-General.

Items appearing in a few papers would seem to indicate that the publishers accepted the ultimatum contained in the recent official circular threatening an increase of some 800% in postal rates, as something to take effect in the immediate future. We trust that ere this all publishers fully appreciate that the Postmaster-General is not at all likely to enforce a threat, which can only be characterized as ridiculous. We prefer to think that such published references to the circular are intended to warn subscribers that an increase in subscription rates will be made as soon as any increase in postal rates is decided upon. This would seem to contain a good suggestion for many newspapers, whose rates are at present too low.



Plan a Vacation for Yourself

WE HAVE met both printers and newspaper publishers who have said, "I've never taken a regular summer holiday in five years, only a day off now and then. I never seem to have the time." Some have said it with conscious pride; some with regret. The former offer a rocky field for missionary effort; the latter are more hopeful. Their tone implies at least that they would if they could; that they are trying to work it out and perhaps will this summer. It seems almost an axiom to remark that the proprietor who has not reached the condition where he has capable under-studies requires a two or three weeks' rest more than any of his employees. But some go on, toiling early and late, and pay the toll for working the machine of life beyond its guaranteed capacity.

The fear that "The business cannot get along without me," is usually the excuse and often the reason for tossing aside the holiday slip that should have a yearly place in your own pay envelope. In many cases it is not to the credit of the proprietor if he has no one whom he has trained to take his place for two weeks during an off-season. Often this testing out of the temporary manager turns out to be one of the most valuable of experiences both for yourself and for him. It may mean the possibility of reconstructing the relation of yourself to your own business, the shifting of many a load, greater leisure for a broad planning in future, a conservation of your own energy.

Some publishers in smaller towns follow the custom of suspending publication for one or two weeks during the summer in order to make sure that they get their needed vacation. This is a simple method and one which no doubt proves fairly satisfactory, but we believe it would be better to so arrange matters as to secure a vacation for the proprietor and every member of the staff without interruption to business. This can be done if a schedule is drawn up early in the season and only one member of the staff is absent at a time. The regular and punctual publication of the smallest weekly should be considered of as great importance to the community in which it is published as is a metropolitan daily to its constituency of readers and advertisers. The deliberate suspension of publication might

be calculated to create the impression that the proprietor himself believed that his paper was quite dispensable and would not be seriously missed by its patrons.

But the main thing which we would impress upon every reader is the absolutely necessity of taking a regular vacation if they wish to maintain their efficiency and prolong their usefulness. The summer is the ideal time for this event because it is then that respite from work is most refreshing and invigorating.



A Word to Our Printer Readers

LAST APRIL there was a Printers' Cost Congress held in Toronto. It was a splendid gathering of business printers and there were many inspiring things said and practical results achieved which we felt it our duty and privilege to faithfully record—using a large share of the May issue in doing so. We knew that many of our readers whose business is largely or wholly publishing were not particularly interested in that congress, but we trusted that they would understand the unusual importance of it to those engaged in the job printing business. And so we ask the forbearance of our job printer readers this month while we depart from our usual policy of division of editorial matter and lay aside some regular departments in order to make room for the report of the 56th annual meeting of Canadian Press Association—in many respects the most significant gathering of Canadian publishers ever held. Just try reading a little of it anyway, and even if you do not feel particularly interested now, we venture to believe that you may find it so inspiring and instructive that you will read through to the end. We did the best we could under the circumstances by publishing in full Mr. Lewis' splendid, practical address on "Co-operation in the Plant," and we trust it will to some extent make up in quality to our printer readers what is lacking in quantity. Next month we will be back to our usual form and we can promise both printers and publishers that we have some good things in store for them in future issues.

What Space Costs and How to Sell It

THE MEMBERS of the Weekly Section of Canadian Press Association are under a debt of gratitude to W. E. Smallfield, of Renfrew *Mercury*, in the service he rendered by preparing the excellent paper on "What it costs per inch to produce advertising space in our newspapers and how and for what should it be sold." This address is printed as fully as space will permit in another part of this issue and it is commended to the careful study and consideration of every weekly publisher and, indeed every reader who is interested in the publication of a newspaper of any kind.

The discussion which followed Mr. Smallfield's address was a very interesting and a very helpful one and it is only to be regretted that it was devoted almost wholly to the consideration of the latter half of the subject, that is, "How and for what should space be sold?" Some good points were brought out and we believe good will result in a determination on the part of some of those who were present to increase their advertising rates and place them on a fair and equitable basis for all. This cannot be done intelligently, however, without an intimate knowledge of what it costs to produce advertising space. No publisher should be satisfied until he knows exactly what it costs per inch to produce space in his own paper. We cannot see that backbone or the lack of it enters very much into the proposition so long as a man does not know what the goods he is selling are costing him. But once the cost is known, it is incredible that any sane publisher will continue to sell advertising space at a rate either below cost or not sufficiently above to ensure a profit worthy of the name.

Our advice to publishers of all classes who do not know their cost is to go into the matter thoroughly and find out by means of accurate records just what the production of their display space is costing them. This has been done successfully by others and their experience is set forth in Mr. Smallfield's article.

We know of no better way than that recommended by the Minnesota Committee on this subject, that the three known factors, viz.: revenue from subscriptions, locals and legals be first deducted from the total cost and the amount remaining divided by the number of inches of display advertising carried.

Having once established the cost per inch, two things should follow: First, an endeavor to reduce that cost to the lowest possible minimum, and second, a determined effort

to get that cost back in advertising revenue, with a fair profit added. Whether this "getting back—plus a profit" process should be accomplished by means of a sliding scale or a flat rate is considered by some to be largely a question of policy. Our own view, however, is that in most cases the adoption of the sliding scale will provide the most convenient means of making an increase in rates and will at the same time place the scale of charges on a much more equitable basis than is possible by the flat-rate method.

We shall be glad to hear from publishers on this subject at any time.

The Multigraph

SOME TIME ago we published an editorial containing some observations on the multigraph, with printing ink attachment, and cast certain reflections upon its ability to compete with the printing press. As in most discussions of this nature, however, there are two sides to the question, and the Multigraph Co. have been good enough to enlighten us on some points that we, perhaps, did not do full justice to in the article mentioned. They have kindly sent samples of printed forms, etc., actually produced on their machine, practically all of which are very creditable indeed. This proves that the multigraph, so far as quality is concerned, can justly claim to compete with other printing machines. Obviously, therefore, any examples of inferior work produced on the machine must result from the same causes as poorly printed matter produced on ordinary presses in good running order, viz.: insufficient make-ready of the form and inefficient operation of the machine.

Perhaps the most notable example of the good work which it is possible to do on the multigraph is *The Layman Printer*, a monthly magazine of 12 pages and cover, size 8½ x 12, which the Multigraph Co. turn out on the machines in their own establishment. Some of the pages are printed from "multigraph line-cast milled slugs," printers' type and electrotypes of illustrations, etc., while those with a great deal of display have been set in the regular way in the composing room and printed from a single electrotype of the entire page, curved to fit the cylinder of the machine. Altogether, the magazine bears every evidence of having been produced in a well-equipped and well-conducted printing office, with the single exception of being flat instead of saddle wired.



A Prohibitive License or a Fair Subscription Price, Which?

THE SMALL city dailies and town and village weeklies should have protection against the inroads of the metropolitan city dailies. So also should the merchants doing business in rural communities—for as the local paper suffers through the unfair competition caused by the ridiculously low subscription rates of the big city papers, so the merchants suffer by reason of the alluring offers of the mail order houses contained in every issue of those same papers.

In some Western towns and cities, notably Trail, B.C., and Lethbridge, Alberta, the merchants and local papers have been so impressed with the unfairness of the competition thus forced upon them that they have sought protection by having subscription canvassers included in the usual

itinerant salesman's by-law, which calls for the collection of a license fee. In Trail the sum charged canvassers for newspapers, magazines and periodicals is \$12.50 for each six months. In Lethbridge the authorities have apparently decided to take no chances and have placed the fee at \$10 per month.

We are heartily in sympathy with any restrictive measure calculated to give the necessary protection to local papers and their advertisers. We believe, however, that the license fee method, as applied to newspapers, is neither fair nor practicable. It is an attempt to deal with the result rather than remove the cause. It is unfair because it works a hardship on those newspapers and magazines that sell at fair prices and that do not enter into direct competition

with the local papers—some of which even support and assist them. It is impracticable because it does not give sufficient protection against the “dollar daily” and its near neighbors, the dollar-and-a-half and two-dollar dailies, contravening as they do the spirit, if not the letter, of the Post Office Act. Such papers depend largely upon securing subscriptions by mail and a license fee does not in any way interfere with their plans for flooding a community with advertising matter through the mails if they so desire.

The cause of the whole trouble lies with the Post Office Department, whose officials appear to be so constrained by the fear of a few big metropolitan dailies that they decline to place a reasonable interpretation on the regulations already contained in the Act. PRINTER AND PUBLISHER has persistently advocated as a basis for fixing the minimum

rate at which a paper may lawfully accept subscriptions the cost of the white paper on which it is printed. If the Post Office officials could be induced to accede to this very reasonable proposal it would at least partially solve the present difficulty of the department in the matter of postal revenue, because the size of the many bulky dailies would at once be reduced and many subscribers would not value the papers sufficiently to pay more than the present nominal rates. This is, we believe, the solution to the problem of securing protection against the unfair competition which assails publishers in towns and villages at present. Let us make the competition fair and thus get at the root of the evil instead of attempting to bar a few canvassers in communities here and there by means of local license fees.



The Imperial Press Conference

IT WAS unfortunate that the question of the personnel of the committee selected to handle the Imperial Press Conference in Canada next year was not debated at greater length at the recent C. P. A. Convention.

As matters now stand, the Canadian Press Association has no direct interest in the Conference, despite the fact that negotiations have been carried on in the name of the Association, and financial support has been secured from the Governments of Canada on that basis.

If Sir John Willison is correct in his assertion that the Imperial Press Union, of which he is Chairman for Canada, is an organization composed solely of daily newspaper publishers, then a Conference of the members of such a body is of no particular interest to Canadian Press Association, or, at most, a matter for its Daily Section to be concerned with in a fraternal connection only.

But the fact of the matter is the Imperial Press Union is little more than a name, so far as being representative of the press of the British Empire—it has very few members in Canada—but in so far as its membership goes, it is *not* composed wholly of daily publishers, and at the first Imperial Press Conference, held in London, Eng., six years ago, the committee of 98 members included 22 who were publishers of provincial weeklies and small dailies. Using this as a basis—and it is the only basis available, since there has been no other Conference of such a nature held—the

Canadian Committee of approximately 40 members should have at least ten members out of that number who are other than metropolitan daily publishers. Yet when Sir John Willison was confronted with these facts at the Convention he did not attempt to deny them, but rested upon his contention that Canadian Press Association had appointed him with very wide powers, and that if they regretted it he would merely resign from the Committee.

At the meeting of the Committee held on Saturday following the Convention, it was agreed to admit all Canadian journalists to the Conference proper—that is, whatever meetings may be held at Ottawa—but apparently there is no intention of inviting the weekly or small city daily publishers to participate in any formal or official way. One class publisher was added to the Committee, however, in the person of John A. Cooper, of the *Canadian Courier*.

If no objection is taken, the Conference will be held next year nominally under the auspices of Canadian Press Association, but actually under those of a committee consisting of metropolitan daily publishers, representing as they do, only a very limited proportion of the membership of the organization whose name they have been authorized to use. The cost—estimated at from \$70,000 to \$80,000—will be paid by the governments of Canada, presumably on the assumption that they are contributing to something in which the press of Canada as a whole is vitally interested.



Press Opinions on the Postmaster-General and His Recent Conduct

THE ATTEMPT of Hon. L. P. Pelletier, Postmaster-General, to ascribe political motives to the opposition to his Postal Bill and to secure the co-operation of Conservative newspapers in making political capital out of the result, was warmly condemned by the C. P. A. Convention. The attitude of the press of Canada can be judged from the following typical editorial references which have occurred during the past month and the latter part of June:—

Pelletier Tries to Fool Mail Clerks

Times, Moose Jaw, Sask.

Hon. L. P. Pelletier, the Nationalist Postmaster-General in the Borden government, is now busily engaged in the endeavor to put on the shoulders of Liberal Senators the blame of his own failure

to increase the wages paid to railway clerks and certain other post office employees. Having double-crossed these civil servants, Mr. Pelletier is now trying to “get from under.”

At the recent session, the Postmaster-General introduced a certain piece of legislation which may roughly be said to be in two parts. One provided for wage increases for railway mail clerks and other employees; the other gave arbitrary power to the Postmaster-General to fix whatever rates he pleased on newspapers and other second-class mail matter.

Immediate exception was taken to this latter part of the Bill. Newspaper publishers, in particular, objected to a plan which would completely reverse the former practice and allow the Postmaster-General to exercise arbitrarily his own sweet will as to the postal rates which should be charged. The provision came in for much criticism in the Senate. Eventually, an amendment was made to the measure in the Upper House. Mr. Pelletier refused to accept the Senate proposal and killed the Bill.

But the Senate amendment had nothing to do with the matter of the wages to be paid mail clerks and other employees. The Liberals in the Upper House were ready that the provisions giving increased pay to these post office workers should become law. They offered no amendment whatever to the provisions relating to wages.

If Mr. Pelletier had been sincere in his professions of desire to obtain better pay for postal employees, it would have been an easy matter to have allowed the legislation to pass without the sections relating to control of postal rates, but with the other sections providing for increased wages for the clerks. But that was not Mr. Pelletier's game. The provisions as to wages were placed in the Bill simply and solely for the purpose of helping the Postmaster-General obtain the arbitrary power which he sought for himself. It wasn't the postal authorities whom Mr. Pelletier had in mind when he framed the Bill, but the interests of L. P. Pelletier and some of his political friends.

He played an insincere game with the mail clerks and now seeks to fool them again by a hypocritical mis-statement of the case as it is.

Spite

Times, North Bay, Ont.

The Postmaster-General has announced his intention of advancing the newspaper postal rates to an extent which we fear will put some papers entirely out of business. This arbitrary proposition is thought by many to be a bit of spite on the part of the P. M. G. against the press for the influence brought to bear against his attempt to have an Act passed to give him absolute control in postal rates. Why should a man seek for control of such an important piece of business. It looks like a piece of high-handed work and should be put down without a dissenting voice of the whole nation.

The Senate a Useful Institution

Economist, Markham, Ont.

The Senate recently amended and thus practically rejected another Government measure which has won for it the approval of the Press of Canada, irrespective of party lines. The Bill in question was one from the Post Office Department, dealing with matters of routine including an increase of salaries for some clerks. There was no objection to most of the clauses but when the Bill was well advanced in the House of Commons it was discovered that it contained a section which gave the Postmaster-General a new, and, many members thought, a dangerous power. The postal rate on newspapers is fixed by Parliament. The Bill proposed that hereafter the rates should be fixed by the Postmaster-General. This was giving to one man an arbitrary power, a practice which does not accord with democratic Government, and the press of Canada are indebted to the Senate for refusing to approve of this part of the Bill. The Senate in this case has certainly well served the purpose for which it was created, to check hasty and ill-considered legislation.

Mr. Pelletier and the Mail Clerks

Montreal Herald-Telegraph, June 17.

The fourteen hundred mail clerks who are disappointed at not receiving the salary increases which they have been expecting have to thank the Postmaster-General and nobody else for what has happened. Mr. Pelletier simply used the mail clerks as a cat-paw for something else—and failed. He tied up their proposed salary increases with a proposal to grant to himself the arbitrary power to fix postal rates on second-class matter. In other words, he wanted to act as a Czar empowered to dictate to all publishers the terms on which they should distribute their products, and thus he tried to use a personal appeal for underpaid workers as the means of passing a Postal Bill principally designed to appropriate to himself powers that rightly rest with Parliament. That he failed in his object is not the result of any political intriguing, but of the widespread opposition of the publishing interests, irrespective of party. If Mr. Pelletier had been a real friend of the mail clerks, he would not have made their salary question contingent upon the success or otherwise of his own ambitious projects.

A Would-be Autocrat

Calgary Herald, July 7.

The Postmaster-General of Canada is evidently determined to revenge himself upon the publishers of the country, and incidentally upon the reading public, for the defeat of his Bill by the Senate. He had issued a circular in which, by force of illegitimate interpretation of the present Postal Act, he proposes to increase the postage on newspapers from 100 to 800 per cent., the smaller dailies being the ones that would most severely feel the new rate. In addition, the Postmaster-General has dug up an old regulation of

the department, dating from fifty years ago, which he says he will use to impose a charge of one cent on every copy of every newspaper delivered by postmen in the cities of the Dominion.

The Postmaster-General evinces the disposition of a tyrant in his present attitude. If anything was needed to justify the Senate in refusing to place the power of fixing newspaper postal rates in his hands it is the spirit he shows in the circular just issued. Mr. Pelletier is evidently not the man to be trusted with a power so vital to a great industry and to the public at large.

The surprising thing is that Mr. Pelletier appears to have the endorsement of the Borden Government in his remarkable position. It is probably through negligence that the administration has permitted him to go so far in this matter. Mr. Pelletier tried to shove his Bill through Parliament without giving the Press Association an opportunity to discuss its details. He falsified the position of the press to his colleagues in the House of Commons. He misrepresented the press to the Premier. It would be well for the Government to check up Mr. Pelletier and to see that the newspaper reading public is protected against his activities, otherwise the Government will have to bear the responsibility for a course of action which will be resented alike by publishers of newspapers and by the public that reads them.

This subject is one which will engage the attention of the Canadian Press Association at its meeting in Toronto during the present week.

Designed as a Threat

Halifax Echo, June 27.

Mr. Pelletier's announcement to-day is designed principally as a threat to show the newspaper publishers what might happen and to give him a lever in compelling a readjustment of rates according to what are his ideas of what the traffic will bear.

The Department says the new rates will not go into effect until all the publishers have been duly notified. In reality Mr. Pelletier expects that the newspaper men will ask for a conference and that some compromise will be agreed upon. It is very unlikely that he will attempt to really enforce the rates, of which he has given notice to-day.

New Postal Rates

Observer, Coaticook, Que.

The Postmaster-General seems to want to vent his spite on the newspaper publishers and readers because the Senate saw fit to disallow his Bill which took away from Parliament the right of fixing the postage rates and placed full power in the Minister's hands. The Senate acted upon the principle that the people's representatives should decide upon the rate of taxation, while Mr. Pelletier wants a club to hold over the heads of publishers in case any should appear bold enough to criticize his acts.

It is admitted that the postal rate on newspapers is low, but it is the same it was under the late Government and has always been enough to meet all expenses of the Department and give a reasonable surplus so long as the money is not wasted. It is not enough at the present time when it takes \$11,000 to do a \$3,000 job on a small post office like ours.

Mr. Pelletier has now placed a new interpretation upon the old Postal Act and is demanding one cent postage on every paper carried in the mail. This will make it impossible for the people in the country to have daily papers as it will add to the present price no less than \$3.00 per year.

Pelletier's Double Cross

Recorder, Halifax, N.S.

An article of canned stuff is just now making the rounds of the Tory press, to the effect that the Liberal majority in the Senate has killed Mr. Pelletier's Bill for increasing the salaries of railway mail clerks and certain other post office employees. The objective of the article from the Ananias Bureau is of course to make these civil service men blame the Liberals for preventing the salary advance. The truth is that Pelletier himself killed the Bill and thus cheated the men out of their dues. That portion providing for the increase in salaries was altogether admirable, but along with this went a clause giving arbitrary power to the Postmaster-General TO FIX WHATEVER RATES HE PLEASED ON NEWS PAPERS AND OTHER SECOND-CLASS MATTER. The giving of such arbitrary power was objectionable in the extreme, particularly as it put the postage of newspapers entirely at the sweet will of a partizan head of a Government department. Under such a system it can easily be imagined what outrageous discrimination could be practised to the detriment of all fairness. No Cabinet Minister in the history of the Dominion could have been entrusted with such arbitrary powers, least of all the present incumbent of the Postmaster-Generalship. The Senate justly refused to allow this clause to go through, and Mr. Pelletier to whom the clause was the all

important feature of the Bill, refused to allow the amended Bill to pass. In other words, because he is not to be permitted to fix postal rates on newspapers, etc., at his own sweet will, he refused to allow a salary increase to a whole army of poor men whose salaries are inadequate to meet the tremendously high cost of living obtaining at the present time.

Another Senate Rejection

Journal of Commerce, Montreal.

The Senate, which was heartily abused by the Liberals in the early days of the Laurier Government when it rejected the Yukon Railway Bill, and just as heartily abused by the Conservatives when last year it rejected the Borden Government's Naval Aid Bill, has recently refused its assent to some Government Bills under circumstances which win for the upper chamber a large measure of approval from men of both political parties. The majority which rejected the Bill to recoup the Farmer's Bank depositors included many Conservatives, and the Senate's action receives warm approval in influential Conservative circles. Now the Senate has materially amended, and thus practically rejected, another Government measure under circumstances which are likely to win for the upper chamber, to a very large extent, the approval of the Press of the country, irrespective of party lines. The Bill in question was one from the Post Office Department, dealing with several matters of routine, including an increase of salaries for some clerks. To the greater part of the Bill there was practically no objection. But when the Bill was well advanced in the House of Commons the discovery was made that it contained a section which gave the Postmaster-General a new and, many members thought, a dangerous power. The postal rates on newspapers are at present fixed by Parliament. The new Bill proposed to provide that hereafter the rates should be fixed by the Postmaster-General. There was no reason for supposing that the present Postmaster-General would be more disposed than any other Postmaster-General to make exorbitant charges to the Press. But there was a widespread feeling, voiced strongly by the representatives of the Canadian Press Association, that the power was capable of being abused, and that there was no good reason why, in this case, Parliament should surrender its power to any Minister. In an effort to reach a compromise the Postmaster-General agreed to fix a minimum charge beyond which he could not go, and to make the rates, when fixed, subject to the approval of the Treasury Board, who were to hear the representations of any parties who might be dissatisfied with the Minister's decision. In this shape the Bill came back to the Senate on Wednesday.

The fixing of a maximum rate which the Minister could not exceed was, to some extent, an improvement. The appeal to the Treasury Board, however, was quite illusory. The Treasury Board cannot be made, in this public way, an effective court of appeal from a Minister's decision. In the routine work of the Board a valuable service may be done by imposing a check on the hasty action by a Minister. In that case the proceedings are practically of a confidential character. The world may never know that a difference has existed. The Minister, if he is wise, and if the matter is not of vital importance, will accept the judgment of the Board, withdraw his recommendation and readjust the business accordingly. It would be quite a different matter, however, to put the Board in the position of being obliged to publicly reject the recommendation of one of the Ministers. Under the British system there must be solidarity of action among Ministers in reaching decisions. Minor differences must be waived in order that a common ground may be reached. When the moment arrives for announcing a decision the Ministers must stand together. As they say one, so must they say all. A Minister may hold serious objections to what is being done, but if he remains a Minister he must be silent; he cannot be permitted to express a difference with his colleagues.

This well established and necessary rule of Cabinet Government makes it impossible to treat the Treasury Board as a public court of appeal from a Minister's decision. The Treasury Board is simply a committee of the Cabinet. It cannot be expected that such a committee will submit one of their colleagues to the humiliation of a public rebuke by rejecting a recommendation publicly made by the Postmaster-General. How far this situation was considered by members of the Senate we do not know. The Senate apparently seized upon the essence of the Bill respecting newspaper postage. The present law leaves Parliament to fix the rates. The Postmaster-General proposed to transfer that power to himself, with the limitations above mentioned. The Senate thought Parliament should hold fast to its power, and, therefore so amended the Bill as to provide that the rates fixed by the Postmaster-General should not take effect until approved by Parliament. This, of course, would practically leave the matter where it now is, and that apparently will not be satisfactory to the Postmaster-General. It is hardly probable that the Press of either political party will be inclined to quarrel with the Senate for its action in this case.

The Postmaster-General's Attempt to Establish an Autocracy

Canadian Railway and Marine World, Toronto.

On other pages of this issue considerable space is devoted to a Bill introduced at the Dominion Parliament's recent session, by the Postmaster-General in which a most barefaced attempt was made to give the occupant of that position even more autocratic powers than he already possessed, and to take from a large section of the people rights which should be inalienable.

We say deliberately, and without fear of successful contradiction that a determined attempt was made to smuggle this Bill through Parliament, without at least two of the interests affected, viz., newspaper publishers and electric railway companies, being aware of its contents. It was not distributed to the press in the usual way, nor even to those who subscribe for copies of all Bills in order to keep posted. That the attempt to keep the contents of the Bill from those interested was deliberate, is proved by the fact that a person who wrote a permanent official of the Post Office Department on May 6, asking for a copy of the Bill (two days after it had been read a third time), received an answer from that official, dated May 8, stating that the Bill would not be printed until it had been signed by the Governor-General. This was an absolute untruth as *Canadian Railway and Marine World* had a day or two previous to the date of that letter secured a copy of the Bill, and we cannot believe that the untruth was unintentional. We cannot imagine that a permanent official, occupying such a prominent position as the one referred to does, was unaware that it was necessary that the Bill should be printed before it could be passed in the Commons. When he gave the answer above stated, the Bill had not only been printed for submission to the Commons, but it had been reprinted as passed by the Commons, and for submission to the Senate. When the discussion on it opened in the Commons the Postmaster-General gave an evasive answer as to the effect of some of the amendments proposed, and anyone reading the official report of his remarks cannot fail to come to the conclusion that there was a deliberate attempt to deceive.

The rate of postage to be paid by newspaper publishers for the transportation of their papers has, ever since Confederation, been vested in Parliament. The objection to the Postmaster-General's attempt to take that power from Parliament, and confer it upon himself, is not a question of rates. The publishers object to it because they want stability, and because they do not want to be in the power of any one man, who could change rates as often as he might see fit, and who would have absolute powers of discrimination. Many of them particularly object to such powers being vested in the present Postmaster-General, who has shown himself impervious to argument or reason, and they object to his successors, whoever they may be, having such power, but they do not object to paying a reasonable rate, to be settled by Parliament. The question of newspaper postage rates has been before the Postmaster-General for months. He had ample time to prepare a tariff and present it to Parliament, but he broke faith with the Canadian Press Association, and attempted to steal a power which no one man should possess.

This is not a political question. As soon as the contents of the Bill leaked out, protests from newspaper publishers all over Canada, irrespective of their politics, poured into Ottawa, but Mr. Pelletier treated them with absolute contempt. When the Bill first came up in the Senate, Sir Mackenzie Bowell, an ex-Conservative Premier and the ex-Government leader in the Senate, said: "Although I appear as a seconder, I do not approve of the Bill and I am not to be committed to it." The representations of the Canadian Press Association were presented by the chairman of its postal committee, P. D. Ross, who is a close personal friend of Mr. Borden, and is the proprietor of the *Ottawa Journal*, which is generally recognized as the Government organ at the Capital. The Managing Director of *Canadian Railway and Marine World*, Conservative though he is, joined hands with the other opponents of the Bill, and did everything possible to ensure its defeat, which was finally accomplished.

The Postmaster-General is trying to make political capital out of the action of the majority in the Senate. They simply granted the request of the Canadian Press Association, which was worded as follows: "Resolved, that the executive of the Canadian Press Association hereby respectfully appeals to the Senate to strike out of Bill 147 the clause empowering arbitrary changes of newspaper postage."

During the discussions on the Bill, and after its defeat, the Postmaster-General made several open threats against publishers and others who opposed it, and there is no doubt that if he remains in the cabinet he will have to be reckoned with again in connection with this subject. The Premier is now conversant with the facts. Believing as we do in his high-mindedness and absolute probity we cannot think that he can approve of such arbitrary methods, and we look to him to restrain his colleague.

Weekly Section Discuss Many Vital Problems

How to Secure More Advertising, How to Find What it Costs to Produce, and How to Sell It—E. Roy Sayles, Port Elgin, Elected Chairman

THAT the Weekly Section of Canadian Press Association can produce a program of high order was evidenced at this year's Annual Meeting by the splendid array of speakers and the capable and intelligent manner in which each subject was discussed. The attendance was disappointing, it is true, but it is hoped that those present were so impressed with the value of the Convention that next year a concerted effort will be made by every one to bring his neighbor with him and that the membership will be brought out in large numbers. Certain it is that those who do not attend such meetings miss much practical and valuable information that it is difficult to obtain in any other way, as well as the inspiration that comes from an exchange of experiences with their fellow publishers.

W. A. Fry, *Dunville Chronicle*, occupied the chair, and E. Roy Sayles, *Port Elgin Times*, officiated as secretary.

REPRESENTATIVE ON POSTAL COMMITTEE.

The first business of the Weekly Section at the opening session on Thursday afternoon was the appointment of a representative on the Postal Committee. Chairman Fry called for nominations, and Hal B. Donly, *Simcoe Reformer*, was nominated, and as his name met with the hearty and unanimous approval of the meeting he was prevailed upon to accept the office. Mr. Donly explained that in doing so he realized that it would be necessary for him to make some considerable sacrifice, but he was willing to be of all the service he could to the Association. Speaking of the proposed rates contained in the Postmaster-General's latest ultimatum (the "yellow circular") Mr. Donly said these would be a very severe blow to the Weekly Section. He did not believe, however, that the Postmaster-General would enforce this threat and if he did so that the Government would uphold him in such a drastic action. In representing the Weekly Section on the Postal Committee, Mr. Donly wished it clearly understood that he had no intention of merely "grinding axes" for members of the section he represented, but would be perfectly fair with every member of the Association, no matter to what class he belonged. "We must prove our right to exist by serving the public," he said. "I will do all in my power to see that this section receives fair play in postal matters, but I will not attempt to secure for it any special favors."

THE COST OF PRODUCING ADVERTISING SPACE.

W. E. Smallfield, *Renfrew Mercury*, gave a very interesting and illuminating address in answer to the question: "What it costs per inch to produce advertising space in our newspapers, and how and for what should it be sold?" Mr. Smallfield spoke in part as follows:

"The *Mercury* office is so arranged, and the staff so divided—the newspaper on the ground floor and the job room second floor—that we can keep the departments practically separate with ease; making it more convenient than with some, possibly, to keep accurate records. Each Saturday night I get from the bookkeeper the results of the week's business. And these weekly statements, totalled, showed the cost of producing *The Mercury* in 1913 to have been as follows:

| | |
|---|------------|
| Pay Roll (including editor, reporters, business office, and mechanical) | \$3,946.79 |
| Paper, Ink, and Rollers | 617.00 |
| General Repairs | 14.63 |
| Rent and Heat | 293.90 |
| Power and Light | 78.07 |
| Telegraph and Telephone | 26.62 |
| Purchases for Others | 9.35 |
| Postage on <i>Mercury</i> | 58.73 |
| General Postage | 63.80 |
| Subs. forwarded to other papers | 83.72 |
| Insurance | 72.75 |
| Taxes | 88.28 |
| Sundries | 90.85 |
| Plate and Cuts | 42.41 |
| *Linotype Capital Account | 59.68 |
| Linotype Repairs | 33.50 |
| Gasoline and Metal | 76.16 |
| Interest, 6 per cent. on newspaper plant (\$4,750) | 285.00 |
| Depreciation at 10 per cent. | 475.00 |

Total \$6,116.84
*Machine overhauled and modernized

"*MERCURY*" COST \$123.40 PER WEEK.

The Mercury is 8-page, 7-column, lino produced—much of the advertising also being set on the machine. Average circulation for the year a trifle over 2,300 copies a week. Lately printing 2,450 each week.

As we have seen from the above statement, it cost \$6,116.84 to produce a paper of that size and circulation for the year; or an average of \$123.40 a week.

That is the cost of producing the whole newspaper. But what has it cost *The Mercury* per inch to produce its advertising? That brings us face to face with the point: Is the cost per inch of producing advertising space simply the mechanical production of that actual inch, or is it something more?

Soon after my name was announced in the preliminary programme as committed to this subject, Mr. Alloway of *Printer and Publisher*, was kind enough to send me some copies of *The Franklin Messenger*, published by the Minnesota Typothetae, in which the Minnesota Committee on the Cost of Newspaper Advertising plan was dealt with by various correspondents; and from these articles, as well as from an address by E. K. Whiting, of the *Owatonna Journal-Chronicle* to the Illinois Cost Congress on the cost of advertising in the country daily and weekly, I have derived much information incorporated in what follows.

COST OF SETTING PER INCH.

But first, it would be interesting to know just what it costs per inch to set the advertising, as disclosed by a cost system, I have no extensive data along that line. But here are two samples.

84-inch ad. Cost for setting \$4.80.

Here we have this seven-column adv. twelve inches deep, body matter set on the machine, and the record is as follows:

| | |
|--|-----------------|
| Getting copy in shape | 45 mins. |
| Setting headings and inserting same | 1 hr., 30 mins. |
| Corrections | 15 mins. |
| Make-up | 1 hr., 15 mins. |
| Total Hand Composition, 3 hrs. at \$1.00 | \$3.00 |
| Machine Composition, 1½ hrs. | 1.80 |

Total Cost of Setting \$4.80
Or close to 5½c. per inch.

FULL PAGE AD COST MORE.

And here is another: A full page seven-column advertisement, body also largely set on machine:

| | |
|---|---------|
| Getting copy in shape | 1 hr. |
| Setting heads, etc., make-up, and corrections | 9 hrs. |
| Total Hand Composition, 10 hrs. at \$1.00 | \$10.00 |
| Machine Composition, 1¾ hrs. | 2.10 |

Total Cost of Setting \$12.10
Or close to 7¼c. per inch.

You will note that the larger advertisement cost more per inch to produce than the smaller. One reason for this is that there was proportionately more hand-set matter in it. Another reason is that the smaller was for no definite space—simply what was necessary for the matter. The larger was for an exact space, and the make-up consequently took longer. These advertisements were set in our job-room; so our job-room hour costs are those used in the calculation. The advertisements set in the news room, on a somewhat lower wage scale, might cost a little less per inch.

THE RIGHT WAY TO FIGURE ADVERTISING COST.

But after all, for practical purposes, is the actual cost of composition of each inch of advertising the real cost? Rather, is not the

I find it still takes a lot of correspondence to get the minimum of 12c per inch that the *Mercury* now demands from the foreign advertiser. Yet, presuming that the size of a paper has something to do with its acceptability to the readers, and with its advertising value to the community, and that consequently it is of some moment to have a paper of fair size, without a proportion of this foreign advertising the local advertiser would have to pay more for his inch than the price I have given. So that, looking to service rendered.

and looking to the interests of the local advertising as well, it seems reasonable to have a somewhat lower scale for the general advertiser than for the local, particularly when plates are furnished. In fact that policy was adopted a year or so ago by this association's Advertising Committee when it issued two cards—one for foreign advertising, and that for the local at a scale of 3c an inch in advance of the foreign.

If you take foreign advertising on the basis of 12c an inch—(reduced by 25 per cent. for agents' commission)—the local advertiser must be charged a higher rate if papers are to pay, and it seems to me that this higher rate should be on the sliding scale. One homely simile used in the Minnesota discussion to prove the warrant for the sliding scale was that of the butcher and his meat—higher price for the dainty cuts, lower price for the common. So a higher price, fairly, to the man who gets choice position or who changes his advertising matter frequently.

LOGICAL ARGUMENTS FAVOR SLIDING SCALE.

In the same way, the advertiser who drops out part of the year—requiring greater quantity of unprofitable reading matter to be set some weeks, and possibly requiring the issue of extra pages, at greater cost per inch, at certain periods of the year—should pay a higher rate than the advertiser who helps with the cost of production each week.

Granted, then, that the sliding scale of rates is the reasonable and scientific principle of charging for display advertising, what

Class A—All home-print, 2,500 to 3,000 Circulation.

| | Yr. | 6 mo. | 3 mo. | 2 mo. | 4 wk. | 3 wk. | 2 wk. | 1 wk. |
|--------------|-----|-------|-------|-------|-------|-------|-------|-------|
| Set once | 12 | 13 | 14 | 15 | 18 | 21 | 24 | 30 |
| Set twice | 12 | 13 | 14 | 16 | 19 | 22 | 26 | |
| Set 3 times | 12 | 13 | 14 | 16 | 22 | 26 | | |
| Set 4 times | 12 | 14 | 15 | 18 | 24 | | | |
| Set 8 times | 14 | 16 | 17 | 22 | | | | |
| Set 13 times | 15 | 16 | 21 | | | | | |
| Set 26 times | 16 | 20 | | | | | | |
| Set 52 times | 20 | | | | | | | |

Class B—All home-print, 1,000 to 1,500 Circulation.

| | Yr. | 6 mo. | 3 mo. | 2 mo. | 4 wk. | 3 wk. | 2 wk. | 1 wk. |
|--------------|-----|-------|-------|-------|-------|-------|-------|-------|
| Set once | 12 | 13 | 14 | 16 | 17 | 20 | 25 | |
| Set twice | 12 | 13 | 14 | 15 | 16 | 18 | 23 | |
| Set 3 times | 12 | 13 | 14 | 16 | 18 | 19 | | |
| Set 4 times | 12 | 13 | 15 | 16 | 20 | | | |
| Set 8 times | 12 | 14 | 17 | 19 | | | | |
| Set 13 times | 13 | 16 | 19 | | | | | |
| Set 26 times | 14 | 18 | | | | | | |
| Set 52 times | 17 | | | | | | | |

Rate card suggested by Minnesota Committee and referred to by Mr. Smallfield.

shall that sliding scale be? Frankly, I have not attempted to work out a sliding schedule, myself; but submit for your consideration one which was issued as a suggestion by the Minnesota Advertising Committee. Our conditions are very similar here and there. I have given you the cost of producing the *Mercury* each week on the average during the year at \$123, while Mr. Whiting in his address gave the cost of producing his 8-page paper at \$127 a week; and a neighbor of his who also had a cost system found his 8-page issue cost him \$128, and 12-page issues cost them \$152.14 and \$155.34, respectively. Consequently it is fair to assume that our costs here and in Minnesota are not far apart, and that the schedule they have produced is applicable to our conditions also.

This, then, is the Minnesota sliding schedule: Class A for papers of circulation of 2,500 to 3,000; Class B for those of from 1,000 to 1,500. Class C for ready-prints of from 400 to 800 is practically the same as B.

MR. SMALLFIELD'S CONCLUSIONS.

The conclusions I have come to in the course of preparing these remarks are:

That subscription rates should be increased.

That few of us can afford to sell display advertising for less than 15c an inch net on the average.

That the sliding scale is preferable to the flat rate for most of us.

And that besides learning to systematize our business—keeping costs—we should develop the qualities of appreciation of our services to the community and of courage to demand the rate that will fairly recompense us for those services, remembering that "Cowards falter, but danger is often overcome by those who nobly dare."

Discussion on Mr. Smallfield's Address

Chairman Fry asked what increase would be correct in the case of an advertisement changed every week, where the price was 12 cents per inch for change of copy every other week. Mr. Smallfield replied that the Minnesota Committee he referred to recommended

an increase of four cents per inch for the extra setting, or about 33 1/3 per cent. additional.

S. N. Wynn, Yorkton (Sask.) *Enterprise*, thought it best to encourage advertisers to change their copy every week in order to get out a live newspaper, and for this reason Mr. Wynn did not favor the charging of a lower rate for less frequent changes of copy, as it might be an inducement to some advertisers to let their old copy stand week in and week out, resulting in a great deal of dead advertising.

H. B. Dooly made the point that the one thing which should be emphasized and enunciated above all others was that advertising rates for space in weekly papers have got to go up, and the sooner the publishers give the matter their serious consideration the better it will be.

LOCAL VS. FOREIGN ADVERTISERS.

Quite a difference of opinion appeared to exist among those present as to whether foreign advertisers and local advertisers should be assessed the same rate. Some were in favor of charging a lower rate on foreign business, the three reasons given being that it was difficult to obtain as high a rate, that the space was not worth so much to foreign as to local advertisers, and that nearly all foreign copy came in plate form, thereby saving the cost of composition. Others contended that both foreign and local business should be charged at the same rates and a number claimed that they had followed this policy and had had no difficulty with the foreign advertisers.

C. W. Young, Cornwall *Freeholder*, stated that on the whole he got more for foreign business than for local. At a rate of 12 cents per inch on a circulation between 2,500 and 3,000, Mr. Young gets as much foreign business as he did previously at a lower rate. "We had a little trouble at first," said Mr. Young, "but they soon came to it."

SHOULD MAKE 10 CENTS MINIMUM.

Mr. Donly caused something of a stir when he laid down the principle as his conviction that no paper has a right to exist in a town where the advertisers cannot afford to pay at least 10 cents per inch for space. His reason for saying this was that 10 cents has been generally accepted as the very minimum on which a newspaper can expect to make a margin of profit, and in many cases a higher rate than 10 cents must be charged if the publisher wishes to come out even. Mr. Donly does not charge foreign advertisers as high a rate as local ones. He emphasized the fact that foreign business was nearly all plate copy. His foreign rate is 12 cents per inch on a contract of 200 inches or more with an additional one cent per inch for each of the superior positions described in the new advertising agency contract form. Mr. Donly quoted his circulation at 3,050, and stated that at the rate mentioned he was carrying at present 40 foreign contracts. "What we need," said the speaker, "is to get more backbone and less wishbone." This should be backed up by a thorough knowledge of one's clientele. For instance, some insisted on changing their copy every week, and were inclined to be very much displeased if an advertisement was repeated owing to no copy being sent in. These peculiarities and personal characteristics of customers must be carefully studied in order to build up a successful business. In reply to a question, Mr. Donly said his minimum local rate was 15 cents, this being on the basis of 250 or more inches; less than 250 inches the rate was 20 cents. His casual rate is 50 cents for the first insertion and 25 cents per inch for each subsequent insertion.

RAISED RATES SUCCESSFULLY.

John H. Thompson, Thorold *Post*, bore further testimony to the practicability of putting through an increase in rates and not losing advertisers in doing so. Mr. Thompson said, "A few years ago I put every advertiser on the same basis and I found it was a splendid thing to be able to say that every advertiser might know what everyone else paid without any embarrassment to me. Last December I issued a circular announcing an increase in rates from 6 cents per inch with an additional 2 cents per inch for every change of copy to 7 cents plus 3 cents per inch for changing copy—the new rates to take effect January 1st. Although I took this step with some fear and trembling, I found that it was entirely uncalculated for, for I did not lose a single advertiser, and two or three of whom I was doubtful wrote to make sure they fully understood the new rates, and gave instructions to have their copy continued."

SHOULD GET TOGETHER LOCALLY.

Among others, two strong advocates of local organization among papers in the same town and in neighboring towns were C. A. Fleming of the Owen Sound *Sun* and E. Roy Sayles of the Port Elgin *Times*. Mr. Fleming said that the papers in his city had already taken the step, with the result that the four papers in Owen Sound were charging uniform rates, and no advertiser could get a less rate than that agreed upon from any one of them. Mr. Sayles said the best way to stiffen up was by co-operating with

one's neighbors. "We must get together in local associations if we are to accomplish the best results," said Mr. Sayles. "There is little use our bringing troubles here that could be settled so much better by having an understanding with our neighbors." The speaker also emphasized the fact that if the country weeklies wish to get the better prices which it was agreed were necessary in order to make advertising profitable, they must render service to the advertiser. Mr. Sayles stated that he followed the principle of charging a higher rate for local advertising than for foreign.

W. R. Davies, *Thamesville Herald*, used a contract form which called for change in copy every two weeks.

HAVE PRINTED RATE CARDS.

McKenzie Wright, Ailsa Craig *Banner*, strongly recommended the use of a printed rate card especially in dealing with agencies. He pointed out that otherwise it was very difficult to convince advertising agents that the publisher meant business, and the lack of a printed rate card was frequently the cause of the agency trying to beat the publisher down. Mr. Wright also suggested that the date of issue be printed on the card so that when one of a later date was issued it would be accepted to supersede all previous issues.

David Williams, *Collingwood Bulletin*, said that one of the first essentials in dealing with agencies was to make an absolute rule that all agencies be given the same rate.

Speaking as the ex-manager of a prominent advertising agency, John C. Kirkwood impressed the weekly publishers with the importance of making their rate cards easy for the agent to use. He said he knew of many cases where papers were not considered when lists were being made up, simply because the agent did not have the desired information before him and had not time to write for it. "Make your rate card easy for the agency to use," said Mr. Kirkwood, "and you will get more business at a little higher rate."

EXPERIENCE OF WESTERN PUBLISHERS.

Two western publishers added their experience to those of the Ontario members, who, one of the westerners said, jokingly, were "great talkers."

Jas. L. Cowie, of the Carberry (Man.) *News Express*, has a circulation of 1,450 in a town of 1,100 and surrounding country. He follows the rule of giving no commission to agencies, and makes no difference in his charge for plate or set matter. Another interesting point about Mr. Cowie's newspaper property is that he entered the field a few years ago and bought up the two papers which had been struggling along as competitors, one for 20 years and the other for 18. These he made into one good newspaper, with the result that he has been able, without great difficulty, to nearly double the price of advertising and secure a considerable increase in circulation.

John McKenzie, of the Strathmore (Alberta) *Standard*, charges a rate of 16 cents for 1,000 inches or over and 20 cents on less than 1,000 inches. Mr. McKenzie spoke strongly in favor of the sliding scale arrangement, and thought it should be universally adopted.

The Development of Retail Advertising

Among the many good subjects on the program of the Weekly Section, perhaps the one of next importance to that handled by Mr. Smallfield was the problem of developing more retail advertising, this being ably introduced by John C. Kirkwood, the writer of the series of advertisements for the development of more local advertising now running in 300 of the weekly papers throughout Canada. Apparently the invitation to address the Convention had been made something of a challenge to Mr. Kirkwood, for the subject was worded: "How I Would Get Local Retail Advertising for a Town Newspaper if I Were Its Publisher." The speaker dealt with no fanciful theories, but submitted tried and proven methods that if given an opportunity would not fail to bring the desired result. His chief points were: Ask for it; submit copy and designs to create desire and culminate desire into purchase of space; carry on a persistent campaign of education. One of the suggestions he made in connection with the last-mentioned point was to devote display space each week to a short story of what advertising had done, and bringing the point home to local merchants. In short, Mr. Kirkwood would get business by believing in the value of the space he had to sell and convincing others by means of persistent and well directed enthusiasm, backed up by logical arguments and co-operation. Here is in part what he said:

WOULD ASK FOR IT.

The first and most obvious thing that I would do to secure local retail advertising would be to ask for it; in other words, solicit it. This is a tried and proven way of getting most things. It is the way employed by daily newspapers, by trade newspapers and magazines. Yet it is not the method used by many publishers of town newspapers.

The reason for this is, I suppose, that many publishers of

country weeklies cannot afford to maintain a solicitor, with the result that they must be their own solicitor, a task which may be both distasteful and inconvenient. Yet, gentlemen, I submit that those of you who are disinclined to solicit business, or who may have little opportunity to solicit business, may yet do some canvassing in your own community. If you yourself cannot or will not solicit your local merchants, the only alternative is to have someone do this work for you. Let this someone be a member of your own staff, if you have a young man or young woman in your employ who can be used for this work.

If, however, you haven't anyone in your office to whom you can entrust this work, then get some young man or woman in your town to do this work for you—possibly as a side occupation. I mention young women because there are more young women as a general thing in the average country town with time on their hands than there are young men; and young women with time on their hands, and with fewer opportunities for employment than are open to young men, and with a keen desire to make some money, can be found in the great majority of communities, and some, I am sure, can be found who will be delighted to work for you as your solicitor.

CHARGE MORE FOR LOCAL THAN FOREIGN ADVERTISING.

If need be, you should raise your rates—your local rates—as a means of providing you with the wherewithal to pay a solicitor. I want to say that the local retailer doesn't know anything about rates—how they are determined, or when they are too low or too high. He may think that the low rate you quote him is prohibitive, and he may not appreciate the low rate he is paying. In either case he is utterly unaware as to how a newspaper's advertising rates are determined. This means that the matter of the rate to charge is one that rests in your own hands.

I wish to say, further, that most of you are not charging enough for your space, especially for local advertising where you have to set every line of copy. As I see it, local advertising should yield you at least a cent a line, agate—a minimum of 14 cents an inch. Many a good paper in Canada with from 1,500 to 2,000 circulation is not getting more than 10 cents an inch. How a publisher can set a 20-inch advertisement, make corrections, and print this in his newspaper for a \$2 bill is something I cannot understand.

With respect to foreign advertising, where rates are closely scanned by advertisers and agencies in their relation to circulation and with reference to rates of other media, and where advertising is received as a general thing in the form of electro-types, the rate may legitimately be lower than that charged for local advertising.

PREPARE COPY FOR MERCHANT AND SELL IT.

I would take an advertisement to the should-be or would-be advertiser and ask him for instructions to insert it in my paper. This suggestion is sound, for it gets business. It does for both publisher and advertiser what each wants done.

The reason why many a should-be and would-be advertiser does not advertise is because he has not the time to prepare an advertisement, has not the ability, or has not the vision or imagination to perceive the value of advertising. But put an advertisement relating to his business in front of a man, or a definite suggestion, and you transform the whole situation for yourself and the should-be advertiser. He gets visually, graphically, and instantly your point of view, and straightway he becomes hungry for the advertising or advertisement proposed. I commend in all seriousness this idea to you. If you have the will to use it, you will find a way to use it.

In making this suggestion I am dealing in no fancies, voicing no impractical schemes or dreams. I am talking out of much experience and with the background of many successes in the application of this idea.

EDUCATIONAL WORK ESSENTIAL.

There remains a third thing that I would do, if I were the publisher of a town newspaper, to secure more local retail advertising.

I would sow the seeds of advertising. You cannot be sure of a good crop of anything without seed-planting and diligent cultivation.

You are already doing something to instruct your local merchants on the subject of advertising—through the publication in your newspapers of the advertisements provided for your use by the Canadian Press Association; and if you keep up this work of education and influence, you will most certainly arouse the desire and purpose to advertise by many who are not now using your columns as a means of communicating to your community their business news.

But you can do much more—both in and out of your columns—to foster the advertising desire and purpose. For example, you may be able to organize a local club. You can arrange to have delivered in your town and to your merchants a series of addresses on different phases of advertising and selling, under your own auspices or under the auspices of your board of trade.

USE SPACE IN PAPER REGULARLY.

If I were a publisher of a town weekly newspaper, I would subscribe to *Printers' Ink*, or *Advertising and Selling*, or *Judicious Advertising or Sustain*, and obtain from them facts and illustrations likely to interest my readers—particularly those in business and from whom I have reason to hope for business. I would print prominently in my newspaper, under some happy heading, little facts and interesting paragraphs relating to advertising successes. I would box this special feature in order to attract more attention to it and give it choice position—for this feature would be my silent yet persuasive and diligent missionary and solicitor.

GET ADVERTISING BOOKS IN LIBRARY.

I would publish with great goodwill lists of books on business subjects, particularly those dealing with advertising and selling, and reviews of these books whenever possible.

ADVERTISING DID IT

THE SON of a harness manufacturer in an Ontario city got the idea that he could increase his father's business by advertising a few specialties to farmers. His father thought otherwise, and would not put up the money to advertise. Then this ardent youth used \$400 of his own money to try out his idea—and he won out so handsomely that his father repaid him his money and continued the advertising at his own expense. This firm's business has greatly increased as the result of this adventure in advertising.

A GENERAL merchant in a country village, doing a nice business of about \$20,000 a year, moved to his county town where he would have a better chance for business expansion. He became a very extensive advertiser in his local newspapers, and drew business from two counties. In a few years his turnover had gone past the \$100,000 mark.

A FARMER, a breeder of pedigreed cattle, worked up by advertising in his county newspapers and by showing his stock at county fairs, a very fine and profitable business. To-day he is the recognized leading breeder of Jersey cattle in Canada. Advertising in his local newspaper was the first step towards his larger development and prosperity.

A FATHER and son in an Ontario town acquired the Canadian rights to manufacture a mechanical milker. They advertised their mechanism in their local newspapers, then in the newspapers of adjacent counties. Now they are advertising over all Ontario, and doing a fine business. Before they entered this business they were operating a very modest planing mill. But, having the vision to see and the will to do larger things, the two essentials of success—they reached out after something with greater promise in it than was contained in their planing mill, and with the agency of advertising have entered upon a new career of profitable service to their fellowmen.

THE MOST important jam and preserve business in Canada—and the most widely advertised—is an offshoot from a parent business, and has come to be more important than the business from which it sprang—a case of the tail wagging the dog. The original business was a fruit-shipping business—a season business. Often it happened that the supply of fruit—cherries, currants, peaches, grapes, etc., was greater than the demand, and this grower and shipper had to see much good fruit spoil. To prevent this waste he built a small factory to take care of the surplus stock, and he made his products the best possible. The venture proving profitable, the manufacturing enterprise was enlarged, until to-day this firm is the premier and most extensive makers of jams, preserves, jellies and grape juice in Canada. Advertising has been freely used to create a preferential demand for this firm's product.

Mr. Kirkwood suggested running these and similar paragraphs from week to week, in prominent display space, as a means of stimulating local advertising.

I would make an effort to have certain of these books placed in the public library.

I would invite young men and women with an interest in advertising to communicate with me, with a view to starting a class in advertising, or to take up a correspondence course in advertising.

I would publish a series of popular lessons on advertising and salesmanship, and invite the views or statements of problems of those readers who were following the published lessons.

TRADE NEWSPAPERS HELPING WEEKLIES.

Your local merchants are already being instructed in advertising and encouraged to advertise by their trade newspapers. Excellent articles are published regularly in the more progressive trade publications. I suggest that you ought to familiarize yourself with what the publishers of trade newspapers are doing in this direction—work which is designed to make business for your paper. Then go to your retailers with this knowledge, and endeavor to turn to your own account the results of the educa-

tional and influential work being done by the trade press publishers.

It is not lack of money, or a lack of desire for more business, or a lack of opportunity, that keeps many of your local retailers from advertising. Rather is it a lack of appreciation of the value and functions of advertising and a lack of ability to prepare advertisements. The correction of these two situations is in your own hands.

To this must be added—the failure on the part of many men to advertise is explained by a failure on the part of publishers to ask them to advertise. Many a woman has gone unwedded not because she was undesirable or opposed to marriage, but because nobody asked her. There is tragedy in this, and there is much loss, if no tragedy, in the case of a retailer willing to advertise but never asked to advertise by his local publisher.

DISCUSSION FOLLOWING MR. KIRKWOOD'S ADDRESS.

At the close of Mr. Kirkwood's address, and following the very hearty applause which left no doubt as to the appreciation of the meeting, H. P. Moore, *Acton Free Press*, moved a formal vote of thanks to Mr. Kirkwood for his very excellent contribution to the programme and also for the series of advertisements to stimulate local advertising which he had prepared for Canadian Press Association and which are at present running in the weekly papers throughout Canada. This motion was seconded by Jas. H. Rutherford, *Owen Sound Times*, and was passed by the meeting with much enthusiasm.

McKenzie Wright inquired if it would not be better to publish little items of information intended to stimulate advertising in booklet or pamphlet form, because he felt that it would appeal to a very small percentage of newspaper readers.

MR. KIRKWOOD'S ADVERTISEMENTS WELL LIKED.

J. J. Hunter, *Kincardine Reporter*, endorsed very heartily the series of advertising advertisements prepared by Mr. Kirkwood. Mr. Hunter is publishing these in his paper on the first page, from which all other advertising has been excluded. As a concrete example of the effect of these advertisements upon his advertisers, Mr. Hunter said that one merchant came to him and remarked that he had read the copy in the current issue, and it was "great stuff." Mr. Hunter has built up his paper's advertising business from three columns eight years ago to an eight-page paper, all home print, carrying a fair amount of advertising on each page.

Co-operation in Employment of Advertising Solicitor

A somewhat novel subject was that assigned to Louis Blake Duff, *Welland Telegraph*, and summed up in the following question: "Would it be Advisable or Practicable for the Weekly Newspaper Publishers of a District to Join Forces in Employing a Trained Advertising Solicitor to Serve Them Turn About—So Many Days Each Week or Fortnight?" Realizing that there was much to be said both *pro* and *con*, Mr. Duff secured the views of four representative publishers and presented them to the meeting. It was found that these letters, written by men having different viewpoints, summed up the proposition very fairly. Mr. Duff said:

The average country newspaper cannot profitably keep on the pay roll either a high-class advertising man or a low-class advertising man. The low-class man is usually worse than no man at all, and the high-class man commands a salary in excess of the profits from the business he will bring to his employer. To meet this situation it has been suggested that a group of country papers unite in the engagement of a high-class advertising man, that they pay his salary jointly and that he distribute his time equally among them.

MUST MEET CHANGING CONDITIONS.

Let me first of all observe that this proposal shows a desire on the part of the country publishers to meet changing conditions. In recent years the newspaper publisher and printer in the towns and small cities has lost something. He has seen the best industries in his town go into merger with a head office situated in a distant city—exit a printing account. He has seen the best men in his employ brought up from their knickerbocker days to the point where they became of some real value and service, gobbled up by the metropolitan papers. And the same is true of the advertising solicitors and writers who proved their worth.

It would appear to me that if a country publisher is going to have competent assistance at all in the advertising department, he must get it under such a proposal as is presented in this paper.

Now, in regard to the merits of the proposal, I feel I could not do better than present to you four entirely separate statements which I have here from well-known publishers in Western Ontario. The first letter is for the proposal, the second one is hopeful of it, the third one is doubtful of it, and the fourth one is against it.

FAVORING THE PROPOSAL.

No. 1.—“For some time past I have had in my mind a very similar proposition for daily papers of my own class. I have thought of getting three other papers of our class in three Western Ontario cities into an arrangement to employ a high-salaried advertising solicitor. My experience has led me to the conclusion that it is not profitable to employ an inexperienced advertising solicitor even though we had him on the job all the time. On the other hand, we have made the experiment of employing an experienced, high-priced advertising solicitor devoting his entire time to work on our paper, and our experience along this line proves also that this proposition is not profitable for the reason that there does not seem to be enough business possible to justify the expenditure. It is impossible to get the services of a competent advertising solicitor for less than \$2,000 a year, and we have never been able to make a proposition of this kind pay. As a result of the failure of both propositions—the one to employ a man with little or no experience at a moderate salary for all his time, and the other to employ an experienced man for all his time—I should really like to try out the proposition of three or four papers in the same district employing a man, say, week about; and I honestly believe that if the right man could be had the proposition should pay. A man of this kind, of course, would have to be a good advertisement writer, and I am strongly of the opinion that it is just as necessary to have a man with advertisement writing ability as to have one with soliciting ability. A man working on a combination of this kind could also use a good deal of the copy that he would prepare in all the places; for instance, a man writing a furniture advertisement for a man in St. Thomas could, no doubt, employ the same advertisement to a great extent for the furniture dealers in other places, and so on. Furthermore, I believe that a man traveling about would do better work than a man spending his whole time in a town or small city, for the reason that a man doing nothing else but canvassing the same few dozen merchants day in and day out, week in and week out, would become rusty. He would have to be an optimist of an extreme type not to allow the pessimism of the average merchant in a town of this size to change his ways.”

A HOPEFUL VIEW.

No. 2.—“The matter of some concerted action looking to a greater harvest in the local advertising field, especially in the smaller centers, has been running in the heads of certain C.P.A. officials for some time. All daily papers are supposed to maintain advertising canvassing staffs. How many weeklies do? I have been experimenting since January. But the field is soon exhausted. It occurred to me not to put a man in charge of two papers in one town; but suppose two papers in two nearby towns combined, say you and I, and hired a man jointly. One thing is certain, our recognized agents are pushing for “foreign advertising” very thoroughly. In 85 per cent. of the towns and villages of Ontario I suspect very little effort is being made to cultivate the local field. The publishers are willing to take what comes and let it go at that. And yet the local advertising field is the one spot the town publisher must look to for increased revenue to take care of the absolutely unescapable growing expenditures.”

DOUBTFUL AS REGARDS PRACTICABILITY.

No. 3.—“Theoretically it sounds all right, but whether it would work out to the satisfaction of the various papers concerned is a question. It would be worth trying out, but my idea would be that the stronger papers as to circulation would get the big end of the returns in proportion to investment. But I suppose they would anyway, even without the solicitor, so that may not be a point against it. As you will see, I am without any very definite idea in the matter—because it is a new scheme to me.”

AGAINST THE PROPOSAL.

No. 4.—“Regarding advertising solicitor to serve a number of weeklies co-operatively, I do not think much of the idea. This is based on past experience. I had, at one time, a Toronto representative serving a number of dailies on a weekly wage basis and he did not send enough business to pay his wages. I think one man on the staff of every small daily or weekly should concentrate his mind on developing the advertising department, both in writing copy and in keeping in touch with local and foreign advertisers. This will prove more effective than the employment of a perambulating trained solicitor. It would also develop on country papers men of ideas who, in time, could find large scope on metropolitan papers.”

The truth has been fairly told, I believe, by one writer whom I have quoted—that the large majority of country fields are not raked as they might be. It is often the case with a newspaper that it takes what comes and lets it go at that. The publisher, indeed, is more or less forced into the position by his circumstances. Here is a plan that promises a better harvest.

Election of Officers

The election of officers resulted as follows:—Chairman, E. Roy Sayles, *Port Elgin Times*; secretary-treasurer, J. J. Hunter, *Kincardine Reporter*; executive committee: H. B. Anslow, *Campbellton (N.B.) Graphic*; Arthur Girouard, *Thetford Mines (Que.) Le Mineur*; S. N. Wynn, *Yorkton (Sask.) Enterprise*; John McKenzie, *Strathmore (Alberta)*

The intention was that each of the four additional members of the Executive Committee should represent his respective territorial division, as indicated by the province in which he resides.

W. E. Smallfield, *Renfrew Mercury*, and David Williams, *Collingwood Bulletin*, were elected as representatives of the Weekly Section on the Advertising Committee.

Getting the Local News

At the morning session on Friday the first speaker was H. B. Anslow, *Campbellton (N.B.) Graphic*, who handled the subject: “Getting the Local News” in a manner that did credit to himself and imparted information and inspiration to his listeners. Mr. Anslow said in part:

How man of the weekly editors begin the gathering of news just as soon as the current issue is mailed? Is it not a fact that most of us, with a sigh of relief, say to ourselves: “Thank goodness another press day is over?”

This subject of news gathering is not new. It has been discussed at previous meetings of the Association, but we are prone to forget the good points brought out. We leave these meetings enthused with new ideas, but amidst the rush and grind incidental to the management and editing of our papers we get back into the old ruts.

NEWS—WHAT IS NEWS?

Webster says: “News is a report of a recent event; information about something before unknown; fresh tidings.” How many of us endeavor to have our papers live up to this definition of news? I am afraid that sometimes ancient history finds space which should be devoted to live topics.

First let us deal with the field of the local weekly—what class of news it should publish and then a few suggestions as to how best to gather that news.

The local weekly which aims to be popular in its district must devote the greater part of its reading columns to strictly local news, or news features having a bearing upon local matters. It should give every authentic detail of all local happenings, at least those details which are fit to print. Keep your columns free from anything which would offend or debase the morals of your readers. Always remember that your paper is one of the great educational institutions of this age and is read by every member of the family, young and old.

If your town is incorporated, its council proceedings should be given in detail, and your municipal council deliberations should be carefully and accurately reported. Every personal item that it is possible to obtain should appear each week, as well as every item of local interest which transpires in your district.

THE VALUE OF SYSTEMATIZING WORK.

You say how can one man—because very often our weekly papers are a one-man paper: that is, the proprietor is the manager and editor—look after all the details of gathering this news, as well as the details of office management?

Here are a few suggestions:

Of course, meetings of a public nature must necessarily be attended by the editor in person. He is expected to attend all these and take an active part in the matters under consideration, as well as report the proceedings.

Encourage your readers to use the 'phone to give you personal items and local news. It is surprising how many items come in through this source if you encourage your subscribers to let you have all such.

Move about as much as your time will allow. Visit your business houses and talk to the managers, evince an interest in their business and encourage them to give you any items of news which may come under their notice. By personal visits you can more often get details which are missed by using the 'phone.

The day previous to publication visit the various public officials, such as the Chief of Police, Building Inspector, Fire Chief, Town Clerk, Judge of Probates, prominent lawyers and if possible a railway official. These, if you visit them regularly, will eventually be prepared for you, and will, if you encourage them, acquire the habit of jotting down on their blotters items that can be made into good news stories.

Many of us, even when we have an item thrust upon us, fail to grasp its news value. I will cite just one case which came under my observation.

The following item appeared in a local paper:

"CONSTABLE INJURED."

"During a scrap in arresting Peter Paul, an Indian, at the Mission on Saturday night, Constable Jones had the thumb of his right hand shot off by the discharge of a gun."

Wouldn't this arouse your curiosity?

The facts were these: A number of Indians had procured liquor and were creating a disturbance in a house of one of the residents of the Indian Reserve. The local Indian constable could not cope with the trouble, so went to the nearby town and procured the services of Constable Jones, who proceeded to arrest the Indians. Upon his entering the house Peter Paul took a gun which was standing in a corner of the room and threatened the constable. The constable caught the gun by the barrel and in the struggle to disarm the Indian the gun was discharged, the charge shattering the constable's right thumb. The arrest was only made after the Indians sobered and friends advised the guilty one to give himself up to justice.

A trained newspaper man would have given every detail and placed an attractive heading over such a news story.

Personally, I believe that every item which will make a quarter of a column, or even less when the item is important should have a display heading. All headings should be uniform and arranged on pages to make a pleasing and symmetrical appearance.

COUNTY CORRESPONDENCE.

There is, perhaps, no one feature of a local weekly which adds so much to its popularity in the country districts as what we usually designate as "Country Correspondence," but the gathering of this is the most difficult problem we have to deal with. Many of us cannot afford to pay for this class of news and it is extremely difficult to induce the right class of correspondents to take up this work for our papers. While it is absolutely necessary for us to have our local news accurate and to the point in dealing with country correspondence, I would suggest that you allow your correspondents a little latitude and not endeavor to verify statements contained therein, but publish them for what they are worth. Of course, all these should be carefully edited and anything of an offensive nature, if there should be any, eliminated, but many are passed which we would not allow in our local columns.

In order to encourage regular correspondents a liberal commission for new and renewal subscriptions has proved effective in some localities. Frequent letters commending the work of correspondents with suggestions as to how to get additional news have also had good results. I freely admit that this is one of the problems we have yet to work out to a successful end, but we know that this department has added materially to our subscription list.

The Political Independence of Weeklies

One of the several representatives of Western Canada who contributed to the success of the meetings of the Weekly Section was S. N. Wynn, publisher of Yorkton, (Sask.) *Enterprise*. Mr. Wynn spoke on "The Measure of Political Independence Which Weekly Newspapers Should Exercise." A portion of his address follows:

The dictionary defines independence as being "exemption from reliance on or control by others" or "the direction of one's own affairs without interference." This is not a good definition for the word in the sense in which it is used as the subject of this address.

While not claiming independence a newspaper may be absolutely exempt from reliance on or control by others and the most partisan of newspapers may be directing its own affairs without interference. Generally it is part of the policy of a newspaper to lend its support to some political party. Whether or not this is good policy is for the publisher to say, after taking into account the particular circumstances under which his paper is being published.

THE IDEAL OR THE FEASIBLE.

If I were presenting an ideal for a newspaper I would unhesitatingly advocate absolute political independence and would urge in its support that the function of the editorial is not to exploit individual opinions, nor to propound theories, nor to inculcate party loyalty, but to interpret news "to line up to-day's effects with yesterday's causes." I would further point out that editorials have not the influence they once had. Not because editors are not as sincere and able as were they of the old school, but because the audience has changed. To-day the news is collected so rapidly and thoroughly and presented so interestingly and ably, that the average man knows more about his times and understands the significance of the news better than did the average editors of fifty years ago.

But the ideal is never the real. It is what we are working toward. I do not believe that a policy of absolute political independence would be practicable, although the trend is undeniably towards the exercise of greater freedom. Every year sees the press freer from partisan bias and brings closer the ideal press, unpurchased, dispassionate and absolutely trustworthy.

So far as the weekly newspaper published in a town where two or more papers are published is concerned, a policy of absolute political independence is impracticable and unnecessary. This is a broad statement but I believe it will bear the closest consideration. The public does not want, or expect, a paper to be politically independent. The great majority of newspaper readers owe allegiance to one of the two great political parties and when they read a political editorial they look for a pronouncement either in support or condemnation of the policy of the party under discussion. Knowing the policy of the paper in which it is published they draw their own conclusions accordingly.

SINCERITY THE GREAT ESSENTIAL.

If the editor honestly believes in the policy of his party why should he not endorse it and do what he can to advance it. If his aim is the greatest good to the greatest number he can accomplish more and wield a wider influence by acknowledging party allegiance than by plowing a lonely furrow as an independent. The counsel of a recognized party paper has more weight with the party it supports than that of an independent paper. As a rule the independent paper is anathema to both parties and its suggestions have little weight with either. Unless it is edited by an exceptionally able writer it would have great difficulty in establishing and maintaining a following. The editor would be called upon to devote a great deal more time to his editorial work than would be profitable and he would often be misunderstood and harshly criticized. Yet in spite of these difficulties it would no doubt be possible to conduct an independent weekly newspaper, but except under exceptional conditions I doubt if it would be either practicable or profitable.

On the other hand a blind, unreasoning party support cannot be too strongly condemned. The public have a right to expect a discussion of political questions in the editorial columns, but to devote these to a blind, unreasoning eulogy of one political party and a condemnation of anything and everything suggested by the other is simply prostituting them, while to eschew the discussion of political questions entirely would be a shirking of duty that would result in loss of prestige. A straight party "organ" cannot possibly discuss public questions honestly and conscientiously, without malice or bias, because it must ever laud the actions and policies of the party it supports. A paper that does not discuss public questions honestly and conscientiously, without malice or bias, cannot retain the respect and confidence of the people.

But I see nothing to prevent a paper doing so and yet acknowledging allegiance to one or other of the parties. It would then not always be in harmony with the party leaders, which would but prove its sincerity and add to its influence.

It is an encouraging sign of the times that newspapers have the courage to stand out against their party on political issues whenever they believe it to be in the public interest to do so. This is abundant proof that as a general rule the policy of weekly newspapers, and many dailies also, is not dictated by any outside group or party and that so long as the majority of weekly newspapers continue as private enterprises—as distinguished from the corporate enterprises which usually publish the party organs—so long may they be counted upon to publish only news that is fit to print, never to deliberately falsify or misrepresent, to have convictions and the courage to apply them to the events, issues and personalities of the day. And so long will they continue to be read by educated persons with pleasure and profit.

A newspaper is entitled to its opinions and to its own interpretation of facts—but the public is above all entitled to the facts—to the truth. There is no juster court than enlightened public opinion and so long as newspapers follow this policy they will have no cause to fear the results. In the end, independence, intelligence, reasonable courage, integrity and efficiency will bring their reward in journalism as in everything else.

More Foreign Advertising for Weeklies

"What can be done in the direction of securing more general advertising for weekly newspapers?" was the subject assigned to John Law, Tillsonburg *Observer*. If one were to judge solely by Mr. Law's remarks on this subject they would conclude that he was something of a pessimist, but he explained that his reason for speaking as he did was in the hope of creating a more helpful discussion and it was extremely unfortunate that owing to his address immediately preceding the close of the morning session there was not sufficient time for any lengthy discussion.

IS IT WORTH WHILE?

Mr. Law commenced by saying that it was doubtful if it was worth while making serious attempts to get foreign business, in view of the fact that profits were generally small. His own experience had been that the revenue from this source was almost entirely consumed by the expense of handling, this expense being

increased by the difficulties of the make-up man in following the somewhat elaborate instructions on each contract.

ARE WEEKLIES FAIRLY TREATED?

Mr. Law contended that the tendency of advertising agencies was to place appropriations for general advertising with magazines and dailies thus saving themselves considerable trouble and expense that they would be caused if they distributed the same business with a large number of weeklies. The speaker thought the agencies should keep themselves informed regarding the possibilities for advertising in all the rural districts. For instance, they should know what papers were circulated among dairy farmers and what papers were circulated in districts where fruit farming was the chief industry. Thus they would be in a position to intelligently solicit and place business. Mr. Law thought there might be some difficulty in convincing advertisers that the quality in a weekly paper was any greater per thousand readers than the quality in magazines or daily papers and with this in mind suggested that one of securing more business would be to reduce the rates on foreign business so as to compete on the thousand basis with the dailies and magazines.

EDUCATIONAL CAMPAIGN NEEDED.

Much good could be done, Mr. Law considered, by carrying on some sort of educational campaign, incidentally preparing a case for the weekly press. This should be done by the chairman of the section or a man appointed for that special purpose or by a special committee of the weekly section. With this information secured he thought that some person or persons could go to agencies and solicit advertising in the interests of the weekly press as a whole. Each paper could then pay its share of commission on the basis of business secured. This would mean having an agent for the publisher instead of having to depend entirely on the advertising agents as at present.

Chairman Fry read a letter from an advertising expert on "How to get more foreign advertising?" The tentative plan set forth in this letter included a suggestion that a brief be prepared for the weekly press as a whole, so as to have its position better understood by agencies and general advertisers. When the subject came up again at the final session of the Section a resolution was passed requesting the Secretary of the C.P.A. to ask for an expression of opinion from members of the weekly section regarding the employment of a special man to handle the matter along the lines suggested.

EXTRA SESSION FRIDAY AFTERNOON.

When the weekly section convened in special session following the general session on Friday afternoon, E. Roy Sayles, the newly elected Chairman, presided and J. J. Hunter officiated in the capacity of Secretary. Mr. Sayles made an appeal to the members to try and see that a larger representation of weekly publishers attended the next convention, and also that a greater interest be taken in the programme provided. He said the weekly section was now the most important in the matter of numbers and he would like to see it made the most important also in the matter of influence and work accomplished.

Two important discussions were engaged in and although neither was introduced by a special speaker some helpful points were brought out and it is certain that much good was accomplished for those present.

The Abuse of Free Notices

The first of these discussions was summed up in the following question: "Where should the line be drawn in giving free notices to local church, fraternal and sporting organizations?" It appeared to be the opinion of the meeting that the best rule to follow was to charge the full regular rate on all announcements of events where admission was charged or collection taken or which brought any revenue whatever to the promoters. Those who had followed this plan had had no trouble in enforcing it.

COMING EVENT COLUMN.

A good suggestion was made by Mr. Sayles in mentioning that in his paper he conducted a regular "Coming Event Column," items for which he charged a rate of 8 cents a line. "Everybody pays the same rate," said Mr. Sayles, "even the Presbyterian Church for the announcement of their Preparatory Services." He urged others to put this department of their papers on a strictly business basis.

H. B. Elliott, *Wingham Times*, thought some education was necessary and said that the publishers should endeavor to educate the public up to the point where they would understand that it was perfectly just and fair to pay for sporting and lodge announcements. W. R. Davies, *Thamesville Herald*, said in his paper the local churches run regular cards and they pay the same rates as other advertisers. For readers, he charged them 10 cents per line straight.

Methods for Building Up Circulation

Quite a number expressed their views on the topic, "Methods of Building Up Circulation" and the varieties of methods suggested was most helpful.

VOTING CONTEST TO BRING IN ARREARS.

James L. Cowie, of the Carberry (Man.) *News-Express*, said: "There were only three homes in the community covered by my paper, (a radius of twenty-five miles) not taking the paper and I put on a voting contest, not with any hope of getting additional subscribers, but for the purpose of bringing up to date subscribers in arrears. The prizes offered were not expensive, the total cost of the contest being \$221. Altogether we took in several times that amount and the experience was quite satisfactory."

CO-OPERATION OF CHURCH ORGANIZATIONS.

A. S. Weir, Swan River, (Man.) *Star*, said: "We found a good method of putting on circulation in a rush was to offer an acetylene gas outfit to the first church organization getting a given number of subscribers to the paper. Although I believe the personal canvass the best method you will find this proposition a good one if you can make a good deal with the company manufacturing the apparatus and can secure the co-operation of the Ladies' Aid or other societies in a number of the churches. Various prizes could be used to suit local conditions. For instance a piano might be suitable in large towns."

McKenzie Wright, Ailsa Craig *Banner*, said: "After we are quite sure that the demand for extra copies has been provided for we take all the overs and send them out under a special wrapper to a picked list of names which is kept up, to take by the young lady in the office. In this way we have secured quite a number of subscriptions."

GOES AFTER THEM PERSONALLY.

Malcolm McBeth, Milverton *Express*, said: "I do not approve of offering prizes or other inducements of that kind. I have found the most satisfactory way of increasing circulation was to get a horse and rig and go out after it personally. I do this every fall and have covered a good sized zone surrounding Milverton. In the districts some distance away, I have found it better to first arrange for a good correspondent and when this service has been working satisfactorily for a few weeks then I am in a position to go after the subscriptions. I go personally and show them the advantage of taking the paper and my experience has been that after establishing circulation in this way there is no difficulty in retaining it."

This method was strongly endorsed by C. W. Schierholtz, of the Elmira *Signal*, who said he believed in selling his paper on its merit and not by inducing anyone to become a subscriber merely to do a favor to the young lady who wants to secure votes for a prize or trip.

John Scott, Whitewood (Sask.) *Herald*, said he had followed the plan of sending out a circular with a sample copy intimating that the paper would be sent gratis for a few weeks and expressing the hope that the recipient would become a subscriber.

RAISED LIST FROM 400 TO 1,250.

J. J. Hunter, Kincardine *Reporter*, said when he took over his paper a few years ago he found the subscription list amounted to about 400 and he had succeeded in raising this to 1,250 by devoting close attention to publication of all matters of local interest. He had found it especially successful to feature attacks upon local conditions which he considered needed cleaning up. He made the point also that vanity is a characteristic of the human race and this could be appealed to by the publication of every personal item, no matter how seemingly trivial, that could be secured.

USED MAP AS PREMIUM.

B. McGuire, Orangeville *Banner*, said: "We got out a map of the County of Dufferin and adjoining territories, having a small calendar attached, and gave it to every subscriber who paid his subscription in advance. The map cost about ten cents each to produce and we disposed of about 2,000 copies. I consider that this is a splendid method for getting subscriptions paid up and the use of the map provides a permanent advertisement for the paper. Last year we got out a special Industrial Number and found it a paying proposition. We made a profit of \$125 in cash and in addition added a large and valuable stock of cuts to our assortment. The getting out of the special number resulted in a considerable increase in circulation."



Toronto City Council has prohibited newsboys from selling anything but newspapers from the street stands, claiming that merchants are entitled to protection in the magazine trade.

Meetings of Daily Section Highly Profitable

Reports of Advertising and Paper Committees Produce Animated Discussions—Many Good Addresses—J. G. Elliott Elected Chairman

SATISFACTORY reports from the Paper and Labor Committees and profitable addresses and discussions characterized the sessions of the Daily Section at the C. P. A. Convention.

Much of the work of the Advertising Committee during the past year and the propositions submitted to the Convention for approval were of very great interest to the Daily Section and resulted in lively discussions. Of particular importance was the proposal to eliminate all commissions on Canadian business placed direct and to enforce short rates generally. Although only 14 members in this section signed the agreement covering this matter many others are considering it and there will no doubt be a more general response when it is taken up individually by bulletin from the office of the Association. The "stumbling-block" at the meeting appeared to be that (a) U. S. advertisers were not included in the eliminating of commissions and (b) the difficulty in living up to the agreement unless all the publishers in the city would sign it. The answer to the first objection was answered in the discussion and the second was overcome by adopting the suggestion that agreements be signed subject to the subsequent signature by local contemporary publishers.

The sessions were presided over by Wm. Findlay, *Ottawa Free Press*, who, in opening the meeting on Thursday afternoon, ex-

something might be done along this line by the daily section.

Mr. Findlay had had an opportunity of hearing of the work of the bureau of advertising of the American Newspaper Publishers' Association through Mr. Thompson, the manager. The speaker said the A. N. P. A. had gone out soliciting advertising for newspapers. Not for any particular newspaper or city and not particularly for the newspaper who paid fees but they have gone out and actually created newspaper advertising accounts.

Mr. Findlay referred also to the work of the Advertising Committee along the lines of standardizing newspaper practice. In this connection he said the Canadian publishers were ahead of those in United States, particularly in the matter of the standard contract form which had recently been entered into with all of the recognized agencies and which had relieved all the newspaper publishers of a considerable amount of worry. Another important matter which was under way was that of standardizing circulation statements and circulation records.

STANDARDIZATION OF RATE CARDS.

Mr. Findlay thought that since the Association was asking the advertising agencies to standardize their methods of placing advertising it would be well if the publishers would do something in the way of standardizing their rate cards, especially in the case of the larger newspapers as he understood the smaller dailies were already using rate cards which were very similar. He said one of the reasons why advertisers in the United States estimate so much on magazines and other forms of publicity is because of the ease with which they can consider the price of a contract. What he suggested had no reference to the standardizing of rates, but simply in regard to general provisions.

Co-operation With National Advertisers

The chairman then introduced R. F. Parkinson of the *Ottawa Journal* and called upon him to read a paper on "Co-operation with National Advertisers—How Far Should a Daily Newspaper Go in this Direction?" The paper had been prepared by J. H. Woods, of *Calgary Herald*. Although regretting the absence of Mr. Woods, who had had to return home prior to the convention the Chairman referred to Mr. Parkinson as a very worthy substitute, as his paper also had taken a very advanced position in regard to the subject, and had succeeded in accomplishing a great deal in the interests of advertisers.

Mr. Wood's paper read, in part:—

The work of co-operation in the office of the *Calgary Herald* is included in the work of the Advertising Department. We call it the "SERVICE" Department of the paper. The object is to assist present or possible advertisers in the introduction of their goods in our field, in placing them in good hands and in giving the advertiser, as far as we can, a fair chance to justify his claims to that part of the public with whom he desires to deal.

I would like to emphasize that this work does not include the selling of goods. The relations of a newspaper with its advertisers do not go that far, but they do go so far as to give him the best possible opportunity within the power of the newspaper of doing his own selling and doing it profitably. Nor does the service department involve the insertion of free reading notices or the giving away of any space in the paper. The *Herald* endeavors to impress its clients and so far has been fairly successful, with the fact that its news columns are for news and not for "puffing," and that its value to its clients as an advertising medium is practically and materially enhanced through a strict adherence to that policy.

ADAPT SERVICE DEPT TO MEET NEEDS.

Before giving instances of co-operation and service, I would refer to the question which forms the second part of the heading allotted to the this subject. "How far Should a Newspaper go in this Direction?" This seems to me to be a very simple question to answer. A modern daily newspaper should go just as far as it can, within the confines of good business, and subject to the limitations above mentioned. It frequently happens that novel suggestions are made to a paper by a direct advertiser or by an agency. The paper should endeavor to adapt its "Service" Department to meet the needs of each particular advertiser and should try to forget the old and stereotyped conviction that everybody is trying to get something from a newspaper for nothing. Logically there should be no narrow limits set to service. The more a newspaper can do for its advertisers, the more profitable it can make his advertising to him, the better for the paper as well as for the advertiser. There is just as much reason why a paper should give effort to making successful the advertising already in its columns as to



WILLIAM FINDLAY
Who presided at Daily Section Meetings

pressed his appreciation for the privilege that had been accorded him in acting as Chairman of the Section during the year.

TRIBUTE TO MR. TAYLOR.

Speaking of the work of the Advertising Committee Mr. Findlay paid high tribute to W. J. Taylor, *Woodstock Sentinel Review*, chairman of that committee. As a member of the Advertising Committee Mr. Findlay had been closely associated with Mr. Taylor and had attended practically all the meetings of the committee during the year and he had been impressed with the immense amount of work that Mr. Taylor had handled in a most capable manner. Especially when negotiations with advertising agencies such as those of a financial nature called for delicate handling Mr. Taylor could always be depended upon to bring the matter to a satisfactory conclusion. Mr. Findlay suggested that the Daily Section should extend to Mr. Taylor a hearty vote of thanks for the work he had done during the past year and this was warmly applauded.

Mr. Findlay said there was one matter which he hoped the Advertising Committee would take up and that was the promotion of advertising for daily newspapers. This was being done to an extent by the advertising agencies which were recognized as official solicitors, but they represented other forms of advertising besides daily newspapers. Mr. Findlay thought the time had come when

endeavoring to secure more advertising. This sounds somewhat altruistic but you will find that it is good business if you think it out. It has certainly been our experience that our "Service" Department has in many ways cemented business alliances, which at various times we have been at a loss to find means to hold.

SECURED BEER ADVERTISING.

As an illustration of what the "Service" Department of a newspaper will do, I will mention the case of the ——— Brewing Co.

This account is placed by an agency in Chicago and advertises a beer. At one time this brewing company confined their entire attention to the selling of their product in the States and noticing the very fine line of copy that they were putting out, and having tasted the product and being satisfied as to its quality, it occurred to us that this beer would have, if properly introduced, a tremendous sale in Western Canada, and particularly in Calgary, which during the summer months has a large consumption of beer.

We got in touch with our Chicago agents at once and took the matter up with them, suggesting that it would be quite possible to get a first-class agency in Calgary to handle this product. Our agents in Chicago then went direct to the advertising manager of the brewing company and talked to him of distribution in Western Canada. At first they pooh-poohed the idea, as the large duty and long freight haul would put the price to a prohibitive figure. Our agent was more or less discouraged and wrote back to us what he had found. In the meantime, the Service Department had worked out just exactly what it would cost to land the beer here. We took our proposition to a good wholesale house in town and laid it before them and showed them the fine display copy this brewing company was running in other papers. We told them that if they took the agency we would make it a condition that they had the same class of advertising. They finally decided they would give it a trial and almost at the same time our agent wrote from Chicago, telling us of the almost insurmountable difficulties he had got up against with the brewing company, we were able to send him back a report that we had an agent, providing we could get the manufacturer and the distributor together. We also told him about the advertising which we had promised, providing the agency was placed in Calgary. He took this up again with the result that a trial order was forwarded and a small advertising campaign commenced. Almost before the brewer had time to consider this Canadian business very well, a repeat order went in, this time for a carload. Along with the carload came the representative from the brewery to look over this territory. He evidently took back a report that was pretty glowing, because, within three months an agency had placed an advertising campaign not only with the *Calgary Daily Herald*, but with the *Phoenix*, Saskatoon; *Leader*, Regina; *Albertan*, Calgary; *Free Press*, Winnipeg; *Telegram*, Winnipeg; and *News*, Moose Jaw.

OTHER NOTABLE INSTANCES.

The case of ——— Whiskey, was practically on a par, except that their campaign ran at a different time of year, and was, we think attended with a larger proportion of results. That agency was secured by us in the same manner, and although we have no proof of it, we are convinced in our own minds that the account was brought over to Canada, the whiskey marketed here and advertising secured very largely on the strength of the report which the Chicago agency referred to were able to give to this firm of the brewing company's success.

Motor cars were placed in Calgary on the same basis. ——— Beer, which advertising comes out of Chicago, was placed in Calgary on the same basis. A certain drink which advertising was handled from New York, was reported on by us and placed on the same basis.

We secured the ——— Cartridge Company advertising through our Service Department making extensive calls on all the sporting goods stores in town, getting them out reports on the number of licenses taken out in Alberta every fall, on the interest in trap shooting and in fact going into the fullest details regarding the use of powder and their best method for gaining a foothold. We are still carrying this account and they express themselves as most satisfied with the results.

GAVE ADVICE TO AGENCY.

Another phase of this Service Department is in the assistance a newspaper is able to give to agencies in the preparation of copy directly adopted to the needs of our territory. Let us take the instance of ——— Pills. This agency wrote us and said that they were not getting the results which they thought they ought to have, and asked us if we would make a canvass of all the druggists and find out if they had any suggestions. We did so and found that these pills were competing with a great many other pills who were advertising more extensively at a lower price and furthermore, that the copy was too much in the class of a "Magic Cure All", which did not seem to appeal to our Western market. To make a short story—that agency thanked us for our information, rewrote

their copy, revised their schedule somewhat and we believe now are having a far more successful sale.

I hope you will not think that these illustrations are given with any idea that the "*Herald*" is doing anything remarkable. I thought that the best way to discuss this subject would be by giving concrete instances of how the principle was applied in our office. In conclusion, I would repeat the sentiment expressed earlier in this address, viz., that a Service Department conducted along the right lines, not spending money on behalf of its advertisers, not giving them space in the paper for which they did not pay, not endeavoring or undertaking to sell their goods for them, but yielding to them only the service of earnest and enthusiastic work and the benefits of local knowledge, will do the paper good from a business point of view and will be a means of fulfilling, in some degree, at least the highest duty of the newspaper to the man who pays for space in its advertising columns.

GETTING MORE ACTIVE ASSISTANCE FROM LOCAL DEALERS.

Mr. Parkinson added some very interesting and enlightening observations to Mr. Woods' paper, speaking in part as follows:—

To publishers familiar with the opportunities afforded for effective co-operation between the general advertiser and the local dealers, the observations of Mr. Woods in the foregoing paper will no doubt command immediate approval. Mr. Woods has touched in a most effective way on the possibilities of creating and developing new business through the Advertising Department of a daily paper cultivating its local field as represented in local dealers and local distributors. He has indicated the tangible and definite results which follow intelligent co-operation in this direction and I am convinced that every publisher who has shown any activity along the same lines has had equally satisfactory results.

Every intelligent analysis of the contributing factors in the success of a general publicity campaign must emphasize the outstanding importance of the active co-operation of the local dealer. With well-directed interest on his part in linking up with the manufacturers' effort by placing in stock and displaying the advertised product, the maximum returns are practically assured. With out his support the failure of the advertising may just as confidently be anticipated. In fact, indifference in meeting the demand created by the advertising is more detrimental to the interests of the manufacturers than if the campaign had never been undertaken.

THE FUNCTIONS OF THE PROMOTION DEPT.

Briefly, the Promotion Department of the *Ottawa Daily Journal* through its service of local co-operation, has endeavored to provide for.

1. Advising local merchants of new advertising campaigns, by submitting proofs of the advertisements scheduled, and making a report concerning the distribution of such products among the stores of Ottawa where same should be on sale, forwarding such reports to the advertising agency.
2. Assisting the sales department of the manufacturer in having his goods placed on sale, where representation is lacking, prior to the commencement of the advertising.
3. Having local dealers give window and counter displays of lines being advertised.
4. Inducing the sales staffs of Ottawa stores to show a special interest in selling advertised articles.
5. Checking up sales and assisting the salesmen of the advertiser in securing proper distribution of their lines in Ottawa stores.
6. Publishing educational matter in the *Journal* to increase the interest of readers in responding to advertisements.
8. Publishing regularly proof sheets illustrating all the general advertising appearing in the columns of the *Ottawa Daily Journal*, for the purpose of keeping the merchants of Ottawa accurately informed regarding advertising being done in this paper. These circulars also have a splendid moral influence in convincing local merchants of the very general desire of the most reputable manufacturers to assist in selling the goods which these merchants carry in stock.

GIVING INFORMATION TO SALES MANAGER.

Experience has proven in our case that systematic inquiries relating to the distribution of advertised products in our own city are of vital importance even in the case of certain large manufacturing concerns maintaining well organized sales forces. No Sales Manager, of course, deliberately fails in insuring proper distribution plans before the advertising is commenced. Nevertheless we have found frequently that local representatives or wholesalers who are being depended upon to guarantee the distribution, have not co-operated to the extent anticipated and it is in such cases that the inquiries conducted by the publishers will result in a considerable saving financially to the advertiser, as well as averting responsibility for a newspaper advertising failure, because no Sales Department ever takes the responsibility for failure on the part of the publicity to sell the goods.

I might make reference in this connection to an advertising campaign for a package food product offered to *The Ottawa Daily Journal* some two years ago. The advertising, half page announcements, was to commence two days after the contract was received. Each advertisement asked readers to purchase this food package from local grocers. Inquiries made immediately indicated that not a single package of these goods was obtainable in any grocery store in Ottawa. Not even the wholesalers had heard of it. This campaign was held up for a month until arrangements were completed for local distribution. This was a case of a misunderstanding between local representatives and the Sales Manager. Many similar instances might be cited, and it was quite common when our Promotion Department was first organized to find household products being advertised which were obtainable at not more than 5% of the grocery stores of Ottawa.

To impress local retail dealers with the extensive publicity work of the leading manufacturers in using daily newspaper space for the purpose of assisting them in moving the goods off their store shelves, the *Ottawa Daily Journal* issues bulletins monthly showing one advertisement of each advertiser. The food products, for example, are grouped in one section, household articles in another, women's wearing apparel in another, and so on, the whole having a very satisfactory moral effect on the retailer in convincing the latter of his responsibility in promoting the sale of the goods of those manufacturers co-operating with him through newspaper advertising. At the same time such promotion work affords an opportunity for missionary effort among local dealers in interesting them to insist on newspaper advertising in preference to all other forms of publicity when they are approached by salesmen anxious to sell a quantity of their goods.

WILAT ANOTHER WESTERN PAPER IS DOING.

In the discussion which followed the reading of Mr. Woods' paper and Mr. Parkinson's remarks, A. C. Hunt, Regina *Leader*, said:—"For the last two years we have followed this practice with very pronounced satisfaction, not only to ourselves, but to our clients as well. An instance or two might be interesting. A short time ago a manufacturer of a line of corsets desired to get some idea as to the possibility of their line in our particular field. We asked our society editor to go into the stores and inquire from the corset department as to the possibility of a sale of this particular brand of corsets with the result that in a short time we were able to secure that kind of an advertisement. Another instance: We went to one of the large department stores in the city and induced them to co-operate with the wholesaler and manufacturer in a "Made in Canada" sale in their store. Our Advertising Manager came east and interviewed the manufacturers and the dealers with the result that we were able to put on a sixteen page special advertisement for this particular store. The advertisement ran for three days. The store windows were very tastefully decorated and the particular lines of goods manufactured were very prominently displayed throughout the store. The result was a sale which gave splendid satisfaction, not only to the merchant himself but equal satisfaction to the manufacturers and dealers as well. The system of co-operating with advertisers is undoubtedly a paying proposition for both publisher and advertiser.

W. B. Preston, Brantford *Expositor*, said his paper had a service department in contemplation, but hesitated to inaugurate it because they had been unable to ascertain whether or not it could be made to pay. His impression was to conduct a properly organized service department would mean quite a considerable expenditure.

Facts and Figures for the National Advertiser

The above subject was dealt with by H. A. Robert, Montreal *La Presse*, who spoke in part as follows:—

I will content myself with stating that *La Presse* went into the work of soliciting national accounts by giving national advertisers real reasons for using its columns, because we found out by experience that nothing else would satisfy them.

In many cases, we found that being Canada's largest circulating daily paper was no argument at all, so far as getting business was concerned. The large advertiser these days wants more than circulation figures and talk about the number of lines of advertising carried by any publication during the past twelve months.

WHERE NEWSPAPERS FALL DOWN.

This is where we newspaper men have fallen down in past years. While we have been talking altogether about our increases in circulation and advertising carried, the magazine and bill board people have been analyzing their propositions and offering each prospective advertiser "so much buying power" for every dollar spent with them. The result of their intensive work has been

apparent to every man here in the number of national advertisers who have started their careers through using the magazines or bill boards.

But the tide is turning. Concerted effort on the part of newspaper publishers in Canada and the United States is bringing many national advertisers to a realization of the fact that the newspapers offer them more for their money than any other class of medium. *La Presse*, during the past twelve months has received many new accounts from the national field. We worked exceedingly hard for some of them, while others came easier, but in almost every case we had to get busy and dig for some kind of information that was desired before we could secure a contract.

And in every case, the necessary information was different, because the businesses advertised were different. There was no cut and dried rule that could be worked out and used in every case. This of course meant hard work, and in many cases the expenditure of some of our money.

The result is that we have learned that if an account is worth having it is worth working for. Now right here is where we have gone wrong in years past. We know the strong position of our own papers in their particular fields, and we couldn't seem to realize that the advertiser didn't know also. It was too much work, or perhaps it cost too much to dig up real facts, so the old form letters kept going out, and once in a long while a contract came in.

SECURED DETAILS FOR SOUP ADVERTISER.

To go into the details of all the work we have done for the past year in giving advertisers the facts necessary to prove to them that *La Presse* should be on their list, would take up entirely too much time. But I am going to tell you of one specific case that will give you a thorough understanding of the methods we employ.

From the moment Campbell's Soup advertising started to appear in the Canadian papers, we wanted it and wanted it badly. We used every stock argument we could think of and bombarded the Campbell Company and its agency, and to cut a long story short, we didn't get anything. Our New York representative also put up his best solicitation with the same result. He wrote asking that we call on the grocery trade in Montreal and see if we couldn't get some help from that quarter.

We knew that the majority of grocers in Montreal would like to see the advertising appearing in *La Presse*, so our efforts had to be confined to getting them to tell us that fact and also give reasons why, in a way that would make the advertiser sit up and take notice. So we prepared a blank in French and English, embodying the following questions, to be mailed to every grocer whose name was given in the Montreal Telephone directory.

Name; Address; Do you stock Campbell's Soups? If so, about how many gross do you sell in a year? Is the demand brisk in your locality for goods of this nature? Do you give prominence to Campbell's Soups either in your store or show windows? If not, are you willing to do so if the Campbell people will advertise in the paper that reaches your customers? What paper or papers would you suggest as best to reach your customers? Do you stock any other brands of canned or concentrated soups? If so, will you name the brands you carry? Which brands of all the ones you carry is in greatest demand among your customers? About how many gross of your best selling brand do you handle in a year? What is the nationality of the majority of your customers? (a) French; (b) English; (c) other. If you have no objections, mark a cross opposite the amount below which most nearly represents your gross turnover during a year.

We then gave amounts from under \$5,000 to over \$100,000 per year, and at the bottom of the sheet we left a blank space and asked for any information the grocer cared to give in reference to the canned soup proposition.

THREE LETTERS TO GROCERS.

We then prepared a series of three strong letters informing the grocers that the Joseph Campbell Co. were contemplating an advertising campaign which would materially increase the sale of Campbell's Soups in Montreal, providing details as to distribution, etc., could be secured. We talked altogether from the grocer's standpoint, and showed him how the advertising would increase his profits, and requested him to fill in the question blank and return to us at once.

A list of grocers was prepared and numbered consecutively. When a letter went out, it contained a stamped, addressed return envelope, numbered to correspond with the grocer's number on our list. As replies were received the number was crossed off the list. Those who hadn't replied when the time for the second letter to be mailed arrived, were sent it, and so on until all three had been mailed. We decided that the man who wouldn't reply after receiving three letters, was not worth bothering about any further.

Beginning with the day after the first question forms were sent out, we began to receive replies, and they continued to come

in for the next six weeks, during which time all three letters had been mailed. Of the 768 appealed to, we secured satisfactory reports, with our three letters, from 256 grocers—a little over one third of the total number.

By the time we had received between 50 and 100 reports, we found *La Presse's* position so strong that we summarized all the replies and worked out the averages in every way that we could think of, to show up at a glance just why *La Presse* should carry the Campbell Soup advertising. We sent reports and summary down to our New York representative and requested him to take everything over to the Campbell factory and make another bid for the business. He did so, and the advertisers were so interested in the Montreal situation that a few weeks later Mr. Len M. Frailey, the secretary of the Joseph Campbell Company, made a special trip to Montreal to investigate things personally.

By this time we had heard from the 256 grocers upon whose reports we based our solicitation. We completed our report of conditions that same day, and by five o'clock in the afternoon we had copies of it in both the hands of Mr. Frailey and the Montreal selling agents for Campbell's Soups. A few weeks later we received a contract for the advertising. That was last October, and it has been running in *La Presse* several days a week ever since.

PAYS TO TAKE A CHANCE.

Now, gentlemen, some of you may think that we spent entirely too much time and money to secure one contract, and if we went as far for everything we get, as we did for the business in question, that we would not make any profit from our advertising. But you must remember that this was a special case. The Campbell people never place a line of advertising with any paper before becoming absolutely sure that that paper has some good reasons for soliciting the business. Once they are sure, however, their business is more than likely to come year after year, providing the service is satisfactory. If what *La Presse* has already had were to be all we should ever get, I believe that we were justified in going to the trouble we did. We wanted this business and took a long chance on getting it. Even when we succeeded, we had no assurance as to how long it would continue, but just to show you that it sometimes pays to take chances, I want to inform you that about two weeks ago we secured a new contract covering next year's business, and this new contract is the largest that ever came into our office from the foreign field.

I could cite many instances in which digging down to the bottom of things has resulted in good business for our paper, but I believe the one I have given you has covered the subject pretty thoroughly.

We worked two years to secure the Philip Morris Cigarette advertising, but in all that time we didn't have to go into matters as deeply as we did for the Campbell Company.

In the past two years we have also secured the advertising for Sunkist Oranges, General Roofing Co., Royal Baking Powder, Waltham Watches, Dupone de Nemours Powder, and several others, all through more or less efforts to show the manufacturers real reasons for using our paper.

Our promotion department costs us a good many thousands of dollars a year, but we believe that a newspaper must advertise its own proposition the same as any other firm with something good to sell.

Playing Fair With the Recognized Agents

Judging by the amount of discussion it provoked the recommendation of the Advertising Committee that all commissions and reductions in rates on Canadian patent medicine and other general advertising not placed through recognized advertising agencies be eliminated after expiry of existing contracts and that short rates be enforced generally was considered by the members of the Daily Section to be a matter of very great importance. The subject was introduced by W. J. Taylor, Woodstock *Sentinel-Review*, Chairman of the Advertising Committee. Mr. Taylor thanked the section for the expression of appreciation of his labors which had been made through the Chairman earlier in the afternoon and said he had found the work throughout the year very pleasurable and profitable to himself. He hoped also that the publishers as a whole had been benefited by the work of the Committee. Mr. Taylor then proceeded to explain in detail the proposal of the Advertising Committee.*

Copies of the form which had been drawn up by the Committee were then distributed to the members present and they were invited to read it over and if they could conscientiously do so to affix their signatures. One of the difficulties which presented itself to a number of publishers was that of living up to such an agreement if only a comparatively small number of publishers signed it. This objection would be greatly augmented were only a portion of the

* As the gist of Mr. Taylor's remarks were embodied in the report of the Advertising Committee readers are referred to page 41 of this issue for particulars.

newspapers in the same town or city willing to live up to the agreement.

CANNOT INCLUDE U. S. FIELD AT PRESENT.

Objection was taken also to the agreement because it related only to Canadian advertisers and did not prohibit the giving of commission of advertisers in United States. This was answered by Mr. Taylor by saying that the Advertising Committee had considered the matter very carefully and had decided that in view of the fact that in the United States the practice of giving commissions to certain large advertisers is very widespread it would be unwise for the Canadian publishers at the present time, to attempt to make any change so far as United States advertisers were concerned. He pointed out that while it was highly desirable to ultimately eliminate all commissions except those given to recognized advertising agents progress must necessarily be slow and he thought it desirable to follow the lead of United States publishers to a certain extent.

This point was further elucidated by John M. Imrie, the Secretary, who said that before the Advertising Committee decided to recommend the abolition of all commissions to direct advertisers on Canadian business he had discussed the matter with the publishers or managers of almost fifty daily newspapers, all but four or five of whom were prepared to eradicate that abuse in so far as Canadian business was concerned. The Secretary had discussed the matter with leading daily newspaper publishers of Western Canada at a meeting in Regina in March and the consensus of opinion at that meeting was that the agreement should cover United States business as well as Canadian business. However, many publishers were not prepared to go that far and the Advertising Committee decided to make the first agreement on the subject relate to Canadian business only. The large direct advertisers of United States are accustomed to getting commission from the daily newspapers of that country and it was thought by many Canadian publishers it would be a mistake for the daily newspapers of Canada to take the initiative in eradicating this abuse insofar as United States business was concerned. At all events it was deemed advisable by the Advertising Committee that there should be nothing in the first agreement regarding commissions on United States business, that matter being left to the judgment of the individual publisher. Perhaps the American Newspaper Publishers' Association would take the matter up in the United States in which case it was certain that the daily papers of Canada would co-operate in making the reform general in both countries.

STOP ABUSE WHILE THE COUNTRY IS YOUNG.

A. G. Donaldson, Toronto *Star*, said: "The newspapers of Canada to-day control the situation in Canada. In the United States the A. N. P. A. has given official recognition to allowing a commission to a few national advertisers. We cannot control that now, but we can begin by controlling the Canadian field and we can stop this system from growing while the country is still young. I don't think it would be a hardship on those Canadian firms to have competition from the United States."

Mr. Taylor thought it highly desirable if not absolutely necessary that publishers in the same city should sign the agreement in conjunction. "If they do not," said Mr. Taylor, "they leave themselves at a tremendous disadvantage and it is up to the publishers located in the same cities to get together and sign the agreement jointly. He suggested that the agreement might be signed subject to the stipulation that local competitive papers should sign also and this he thought might be taken up by the General Secretary by letter.

W. B. Burgoyne, St. Catharines *Standard*, inquired whether the provision regarding special representatives involved a system of recognizing certain special representatives as was the case with the advertising agencies. Mr. Taylor replied that there was no thought of recognition of special representatives by the Canadian Press Association, the agreement merely providing that the Secretary of the Canadian Press Association be notified of all appointments and that the same special representative should not be employed by two competing newspapers in the same city. The latter provision was to prevent a special representative from doing the work of a recognized advertising agency without securing recognition as such.

Fourteen daily papers signed the agreement at the Convention, but it is expected that a large number of others will be secured by correspondence through the office of the Association.

Report of Paper Committee

The report of the Paper Committee, including the report of investigation of freight rates on newsprint was read by the Secretary and was in part as follows:

The removal of all tariff restrictions on Canadian newsprint and mechanical wood pulp entering the United States, a material increase in the capacity of Canadian news print mills, and a distinct softening in news print prices both in Canada and in United

States, are the three outstanding features of the news print situation during the past year.

TARIFF CHANGES.

Canadian news print paper and wood pulp made from unrestricted wood have been entering United States duty free since the enactment of the Canadian Reciprocity Law in 1911. Under the Underwood Bill, which was passed by the Senate of the United States last fall, the duty on Canadian news print paper and mechanical wood pulp made from unrestricted wood was removed. Thus, under the present tariff of the United States there is no duty on Canadian news print or mechanical wood pulp, whether made from restricted or unrestricted wood. Through this change the Canadian mills have free access to the immense news print market of United States. In view of this change in the tariff, and of the increasing demand from United States for Canadian made news print, the exports of news print from Canada to the United States during the fiscal year ending March 31st, were double the exports of the previous fiscal year, being valued at \$11,386,845. It is estimated that the Canadian news print mills are now shipping 1,000 tons a day to the United States, and that before long these figures will be increased to 1,100 tons or 1,300 tons.

PRODUCTION IN CANADA.

There are in Canada 17 manufacturers of news print whose mills are in actual operation to-day and producing an appreciable quantity of news print. A few other mills have equipment for the production of a small quantity of news print, but are either idle or using their equipment almost altogether for other grades of paper.

The present capacity of the Canadian news print mills now in operation is 1,675 tons a day. During the past few months the capacity has increased 275 tons a day through the commencement of operations at the mills of the Donnacona Paper Co., Ltd., at Donnacona, Que., and of the Fort Frances Pulp & Paper Co., Ltd., at Fort Frances, Ont., and the addition of the machines to the equipment of the mills of the Powell River Paper Co., Ltd., at Powell River, B.C. The present capacity of approximately 1,675 tons a day represents an increase since January 1, 1912, of 1,163 tons, or almost 200%.

During the next 12 months, there will be a further increase of approximately 435 tons in the production of news print in Canada.

This means that in another year the capacity of the news print mills of Canada will be approximately 2,100 tons a day.

PRICE TENDENCIES.

For some time the tendency of news print prices both in Canada and in the United States has been downward. This has been due to the enormous increase in the capacity of news print mills, coupled with rather less favorable business and conditions. In the United States the removal of the tariff restrictions on news print made in Canada and other favored nations has been another contributing factor; while in Canada the slight falling off in the requirements of certain Canadian newspapers owing to reduction in size and the cutting of prices by one or two Canadian mills have accelerated the downward tendency.

It was feared by many Canadian publishers that if the paper makers of Canada were given free access to the immense United States market they might be inclined to cater to that market to the detriment of the Canadian publishers whose contract is relatively smaller. Those who were possessed of that fear were hopeful that the anti-dumping clause that was a part of the Underwood Bill when passed by the House of Representatives of United States would be enacted into law which would make it dangerous for the Canadian paper maker to quote a lower price for paper in the United States than he is charging for the same grade in Canada. However, the Senate of United States saw fit to eliminate the anti-dumping clause and there seems to be no restriction on Canadian paper makers in the matter of the price at which they may sell their product in United States as compared with the price in Canada.

There is nothing to indicate any stiffening in news print prices in the near future. On the contrary, several conditions point to a continued softening of prices. The present capacity of the news print mills of this continent is much in excess of the demand, and further production will be put on the market during the next twelve months. Under these circumstances, and with business conditions as they are, it seems to be inadvisable for the publisher to be in too great a hurry to close a contract for his paper supply.

DISCRIMINATION AGAINST CANADIAN NEWSPAPERS.

The newspapers of Canada are being discriminated against both in respect to the prices charged by Canadian news print manufacturers and in respect to the freight rates of the railways.

In respect to discrimination in the matter of prices the news print manufacturers of Canada point to the fact that the contract with a United States newspaper is relatively greater than the con-

tract with a Canadian newspaper, and that not nearly so much changing of widths is required on a given tonnage of paper for United States newspapers as compared with Canadian newspapers. Conditions in this respect are gradually becoming more uniform and the time will soon come if, indeed, it is not here now, when Canadian newspapers can justly claim the right to the same prices as are given the newspapers of United States.

Your Paper Committee has investigated the freight rates from various Canadian news print mills to typical points in Canada and United States and the results of their investigations are proof of the charge made at the last meeting of this Section that the newspapers of Canada are being discriminated against in the matter of freight rates on news print.

The freight rate from Windsor Mills or Grand Mere to Toronto is 20c. per cwt., to Hamilton 21½c. per cwt., to London 25c. per cwt., to Windsor 27c. per cwt. These rates are much higher than the rates to several points in United States to reach which news print shipped from Windsor Mills or Grand Mere would have to pass through the Canadian cities mentioned. For example; the rate to Detroit is 15½c., to Cincinnati 15½c., to Chicago 18c., to Indianapolis 19c.

There is discrimination in rates to the West also. For example: the rate from Windsor Mills or Grand Mere to Minneapolis is 30½c. as compared with a rate of 61c. to Winnipeg. It is true the mileage to Winnipeg is somewhat greater than to Minneapolis, but the difference in mileage is not nearly sufficient to justify the difference in rate.

BULLETIN SERVICE.

During the year five Bulletins were issued by your Paper Committee. In two of those Bulletins information regarding current prices and price tendencies was given. In one Bulletin there was a comprehensive survey of the news print situation in Canada, with particulars as to the equipment and capacity of each news print mill, and of the news print mills that were to be in operation in the near future. The other three Bulletins were in connection with press room waste and reports on some. Particulars of the press room waste in various daily newspapers were given for the information of the members.

Your Paper Committee was disappointed at the response to its request for information regarding press room waste. Only 16 newspapers complied with your Committee's request for reports of press room waste for the month of December, 1913, which was the first month for which reports were requested, and the number which complied with the request for reports for January, 1914, was even less. In view of this the press room waste bulletin service was discontinued and your Committee requests instructions from this Meeting as to whether it shall be revived.

Your Paper Committee feels it is impossible to emphasize too strongly the importance of a careful checking of paper waste. Paper is one of the principal items of expense in the production of a daily newspaper, and the saving of even a small percentage of the cost of that item would mean a large percentage of increase in net profits. Your Paper Committee would strongly urge every member of this section to install a system of checking press room waste.

If every member of this Section would do so and would promptly supply the information requested, its publication in bulletin would form a splendid basis for comparison and would be to each member a check on the efficiency of his staff in the handling of news print.

AGREEMENT BETWEEN MILLS.

In reply to a question the Secretary said that while the Committee had no evidence that an agreement existed between the various mills making news print in Canada, they were of the opinion that such an agreement was in force. One member said that he knew of a mill that was shipping paper in the vicinity of St. Louis, Mo., and selling it at less than two cents a pound and paying freight. The same member said that he had written to two mills and asked them to quote on his paper contract and they had replied that they would be unable to take it as he should continue to get his paper from a mill nearer his city of publication. This was substantiated by another member who said if his paper were to write to mills at a distance he was positive they would receive a similar reply. In fact he said they make it obligatory for purchasers of news print to secure a letter of release from the mill holding the contract before other mills are permitted to tender on it.

BULLETIN SERVICE SHOULD BE CONTINUED.

The Chairman expressed regret that the Paper Committee had found it necessary to discontinue the bulletin service owing to a lack of returns from publishers, and suggested that the daily section request that the service be re-established and promise to make returns promptly in the future.

Mr. Imrie said the particular type of bulletin that had been discontinued was the one relating to press room waste, and the

Paper Committee would like some expression of opinion from the Daily Section as to whether the benefits to be derived from the publication of bulletin returns with regard to press room waste are sufficiently great to justify the work and expense involved.

A CHECK ON PAPER WASTE.

Mr. Imrie said further that in the opinion of the Committee it would be a serious error and a retrograde step for the Daily Section to allow this bulletin to cease because the committee believed that the benefit to the individual publisher as a final check on paper waste would mean hundreds of dollars of saving during the year. "The moral effect on the men who know you are keeping this record, the check it gives you on their efficiency and other considerations," he said, "all go to make the work a very valuable one, but so long as only fifteen or twenty newspapers are giving returns it is difficult to make comparisons and it is very questionable whether the committee is justified in continuing the service for the information of such a small proportion of members.

J. G. Elliott, *Kingston Whig*, said, "I may say that we have largely cut down our waste and whatever waste we have the press room man is instructed to cut up for copy paper and a charge is made to the editorial department so we have practically wiped out our waste altogether. I have very great pleasure in moving a hearty vote of thanks of the Daily Section be tendered to the Paper Committee for the energy with which they have prepared their bulletin during the past year and that we recommend the continuation of it."

Mr. Elliott's motion was seconded by J. A. MacKay of the *Windsor Record* and was carried unanimously.

The Abuse of Splitting Commissions by Advertising Agencies

Geo. E. Scroggie, *Toronto Mail and Empire*, was down on the programme to suggest an answer to the question "How Far Should the Newspapers Go in the Direction of Stopping the Abuse of Advertising Agencies Splitting Commissions?" but as Mr. Scroggie was unable to be present, Mr. Findlay of Ottawa, the Chairman of the section, had been asked to take his place.

In opening the discussion, Mr. Findlay said: "We may admit for the sake of argument that there is some rate splitting going on amongst Canadian advertising agencies and all I can do or propose to do in connection with this question is to trace the steps which led up to a conference which the Advertising Committee had with the heads of the various advertising agents a couple of months ago.

"It was known among the agents that some of them were splitting commissions and I believe they approached the Canadian Press Association with the suggestion that perhaps by co-operation with the newspapers something could be done to prevent this offence being continued. The agencies met in this city one day and discussed the matter and at the same time an Advertising Committee meeting was held in the office of the Association. That evening we had a joint conference and stayed until a very late hour considering the subject. A committee representing that meeting came to an agreement which was fairly satisfactory. I believe it met with pretty general approval on the part of the newspaper publishers, but in so far as some of the advertising agencies were concerned the provisions of this tentative agreement were not entirely agreeable.

COMPETITION WITH UNITED STATES.

One of the points which came up was this. It was the old question of competition with the United States. The Canadian agencies represented to us that the United States agencies were in the habit of splitting their net commission and particularly when they came into Canada and swept up a nice Canadian account, they were ready to do it on very advantageous terms to the advertiser and we were asked what we were going to do about it. That is one of the difficulties of the situation and that is why you will see when we get down to this agreement why it is left blank. There is a ray of hope in connection with it and it occurred at the meeting of the Advertising Agency Section of the Associated Ad. Clubs which met here a couple of weeks ago and at which a large number of the leading agencies of the United States took part and at which it was noted that the agencies over there had got together and put the advertising agency business on a very much better basis. They did it in New York eighteen months ago and they worked along very satisfactory lines for about a year. Seeing the satisfaction they had in New York, two or three of the leading agencies in that city went to Chicago and called a meeting of advertising agents there and the Chicago and Western Association was organized and they are looking for some good results there. When these people met here a couple of weeks ago they seriously discussed dropping the present method of doing business of commission over the net for a commission on the gross. If the agents of

the United States worked that situation out it will be seen that it is going to relieve us of one of the problems we have met with.

The following is the text of the proposed agreement:

AGREEMENT BETWEEN RECOGNIZED ADVERTISING AGENCIES AND THE CANADIAN PRESS ASSOCIATION AS REPRESENTED BY ITS ADVERTISING COMMITTEE.

Whereas the newspaper publishers of Canada, as represented by the Advertising Committee of the Canadian Press Association, have recognized us as official solicitors of general advertising for the newspapers of Canada;

And whereas it is essential to the well-being of our business as official solicitors of general advertising for the newspapers of Canada that no rebates or other forms of drawback shall be allowed to one advertiser as against any other advertiser;

Therefore, we agree with the newspaper publishers of Canada as represented by the Advertising Committee of the Canadian Press Association as follows:

- (1) We agree to quote each paper separately to advertisers.
- (2) We agree to allow no commission, discount, rebate, or drawback of any description to any advertiser nor to give without full charge to the advertiser any art work, special service, nor give special rates on stereos or electros or make or give any other allowance of any description whatever, which could be regarded as a violation of the spirit of this clause.

The above shall apply to general advertising only. For the purpose herein general advertising means advertising placed in three or more cities at the same time.

Nothing in the above shall be construed as entitling us to continuation of our recognition as official solicitors of general advertising for the newspapers of Canada should the Advertising Committee of the Canadian Press Association on the above, or any other grounds, decide to cancel our recognition.

The understanding of this agreement on our part is that a similar agreement with the publishers of Canadian newspapers, as represented by the Advertising Committee of the Canadian Press Association, must be signed by all advertising agents recognized as official solicitors of general advertising for the newspapers of Canada and filed in the office of the Secretary of the Canadian Press Association; and that the acceptance of this agreement shall be made a condition of the granting to any future applicant for agency recognition.

We agree to furnish to the Canadian Press Association in the form of an affidavit supplied by its Secretary and sworn according to the provisions of the Canada Evidence Act by the Official head and the chief accountant of our organization on the 31st day of December and the 30th day of June in each and every year, proof that the above conditions of recognition as official solicitors of general advertising for the newspapers of Canada have been fulfilled in every respect.

The above shall apply immediately to all Canadian business contracted for after this date and after September 1, 1915, to all Canadian accounts upon which rebate contrary to these regulations are now being given. Under these regulations.....

.....(Definition of Canadian business).....

We to have the privilege of withdrawing from the above at any time on giving three months' notice in writing to the Advertising Committee of the Canadian Press Association.

As I said this was arrived at in conference with the heads of a number of leading Canadian advertising agencies and was agreed to by the Advertising Committee as being something we could recommend to the Daily Section. But there have been complications and no finality has been reached as yet. Therefore, the committee thought, having brought the matter to this stage, it would be a good thing to have a general discussion on it to see whether the members of this section think we went too far or did not go far enough, or whether we ought to take up the question at all.

AGENCIES MORALLY RESPONSIBLE.

A. C. Hunt, *Regina Leader* did not think that the publishers could do very much as it resolved itself into a question of the moral attitude of the agencies in relation to the newspapers. He thought that in view of the competition of the American agencies it was a matter that should be left for the agents themselves to decide. The speaker said he did object, however, to the agencies splitting the commission on the ground that the money secured in that way should not go to the advertiser and he considered it very irritating to the publishers that this should be done, but under the circumstances, and having in mind the fact that a number of the American agencies were in a position, owing to handling a larger volume of advertising, to take business at a smaller net rate of profit, he thought it pretty difficult to try and bind the Canadian agents to discontinue the practice entirely.

Another member brought out the point that the higher commission was intended to develop new business, and if the agencies were going to continue splitting the commission with their clients the publishers were going to lose out. Therefore, he thought the agreement would be a good thing.

C. O. Smith, *Port Arthur Chronicle*, indorsed what Mr. Hunt had said and added that he believed the crux of the whole matter was the moral attitude of those concerned in the advertising business. The speaker said: "If an agent thinks he has a work to do and takes a justifiable pride in that work, he will not cut the commission unless forced to. By that I mean he may at times get up against competition with the American agencies, but on the whole that should not be a great many times in the year. I should say that an agreement of that sort would be welcomed by the Advertising agencies if you can get it on such a basis that the auditor's report on the agents' books would be able to prove to you that he had been living up to the agreement during the year. As a matter of fact the situation in this country to-day in regard to development of business has got to such a point of competition that agents' expenses are worked up to such a point that it is slow suicide to split commissions. You have seen some of the results of agents breaking in on the very sensible rule of not splitting commissions at all and I say that any man in the advertising agency business who has any pride whatever in his work would welcome such an agreement."

The Chairman agreed with Mr. Smith that the advertising agents who were playing the game fair would welcome the agreement.

In view of the fact that the discussion was tied up with that which was scheduled to take place at the evening meeting, it was decided to leave the matter open until later.

Election of Officers

The election of officers for the ensuing year resulted as follows:—Chairman, J. G. Elliott, *Kingston Whig*; Secretary-Treasurer, R. F. Parkinson, *Ottawa Journal*; Executive Committee: A. C. Hunt, *Regina Leader*; L. H. Dingman, *St. Thomas Times*; Frank Carrell, *Quebec Telegraph*; E. W. McCreedy, *St. John Telegraph*; M. R. Jennings, *Edmonton Journal*.

Report of Labor Committee

The first business to come before the Section at the Friday morning session was the report of the Labor Committee, which read, in part, as follows:

At the last meeting of the Daily Section, James M. Lynch, who was at that time President of the International Typographical Union, gave an address on the subjection of arbitration of labor disputes with particular reference to the arbitration agreement in force between the International Typographical Union and the American Newspaper Publishers' Association. Following Mr. Lynch's address there was an interesting discussion of various matters affecting our relations with labor unions and the advisability of negotiating an arbitration agreement with the International Typographical Union. This discussion culminated in the adoption of the following resolution:

RESOLVED: That a Labor Committee of Canadian Press Association be appointed for the purpose of collecting information relating to labor matters for the use of members of the Association, and of investigating the advisability of entering into an arbitration agreement with the I.T.U., and, if desirable, formulating such an agreement for the approval of this Association; the Committee to consist of J. E. Atkinson, *Toronto Star* (Chairman); P. D. Ross, *Ottawa Journal*, and W. R. Giveens, *Kingston Standard*.

NEGOTIATIONS WITH THE I.T.U.

Note.—The report then deals with the negotiations with the I.T.U. with a view to formulating the agreement referred to in the resolution calling for the formation of a Labor Committee. The matter was first discussed with Mr. Lynch, and on his resignation from the presidency, negotiations were continued with President Duncan and Secretary Hayes, involving a personal interview between those officials and the Secretary of the C.P.A. at the headquarters of the I.T.U. at Indianapolis. The report continues:

The President and Secretary of the International Typographical Union expressed their belief that that body would be favorable to an arbitration agreement with the Daily Section of the Canadian Press Association, provided satisfactory terms could be arranged. They suggested that if the Daily Section of the C.P.A. were desirous of having such an agreement negotiated, its Labor Committee should make a formal request for such an agreement, which request would be considered in due course by the I.T.U. Mr. Imrie explained that the Labor Committee were not prepared to make that request, the purpose of the interview being to ascertain whether the subject was of sufficient interest to the I.T.U. to warrant a

joint conference of committees representing the two organizations at which the matter could be discussed. The question was then raised of what form of agreement would be mutually satisfactory in the event of it being advisable to have a negotiating agreement. Mr. Imrie stated that the views of those among Canadian publishers who favored the proposal for an arbitrary agreement with the International Typographical Union were that it should be sufficiently broad in its scope to cover all possible differences that might arise and that provision should be made for the arbitration of such differences regardless of their nature. The President and Secretary of the International Typographical Union stated that if an agreement was entered into between the International Typographical Union and the Daily Section of the Canadian Press Association it would be an agreement similar to that between the International Typographical Union and the American Newspaper Publishers' Association, in which it is provided that points covered by the laws of the International Typographical Union shall not be arbitrable.

The Labor Committee recommended against negotiating the agreement in view of the statement of the I.T.U. officials with reference to non-arbitrable points.

A SURVEY ON LABOR CONDITIONS IN CANADA.

There are local labor unions affecting the newspaper industry in 39 of the 61 Canadian cities in which daily newspapers are published. The number and nature of position of these local unions are as follows:

Locals of International Typographical Union in 39 cities.
Locals of International Printing Pressmen's Union in 15 cities.
(In some of these cities there are two locals for pressmen and for assistants and feeders, respectively. In two cities there are Web Press divisions also.)
Locals of Stereotypers and Electrotypers' Union of North America in 7 cities.
Locals of Photo Engravers' Union of North America in 5 cities.
Locals of Canadian Typographical Union in 1 city.
Locals of Printing Pressmen's Union of the Canadian Federation of Labor in 1 city.
Locals of Printing Press Assistants' and Feeders' Union of the Canadian Federation of Labor in 1 city.
Newsboys' Union in 1 city.
Mailers' Union in 1 city.

WAGE SCALES AND WORKING CONDITIONS.

There is a great variation in the scales in force in various cities throughout Canada. In the typographical scales, for example, the range for hand compositors is from \$14.00 a week in several Ontario cities up to \$33.00 a week on the Pacific Coast. However, it is only right to state that in the several Ontario cities in which there is a scale calling for a relatively low wage most, if not all, compositors are receiving more than the scale.

There are great variations in working conditions also. The competency line on machines, for example, ranges from 3,000 ems an hour to 40,000 ems a day (day work); the standard in the cities in Western Canada being 4,000 ems an hour in most cities. In most cities in Eastern Canada it is lower. The rate for overtime varies from an advance of 15% over the regular rate to an advance of 50%, the latter being the rate in force in 24 of the 29 cities from which information on this point has been secured. The ratio of apprentices to journeymen is another matter in which there is considerable variation.

Cost Systems for Daily Newspapers

An address which had been looked forward to as being of especial value was "Cost Systems on Daily Newspapers" to be discussed by Pierre C. Starr, Newspaper Cost and Efficiency Expert of Chicago. Unfortunately Mr. Starr was prevented from being present, but he had sent along a very excellent paper which was much appreciated by the Section. It read in part as follows:

Build up, not drag down, is the shibboleth of the cost system. When attempting to get at your competitor's throat, he is wounding you in return. The cost system makes your competitor a friend. A cost system is stimulating, broadening, uplifting. It makes men more manly, business-like and straight-forward. It gives them courage and judgment. When you "Do unto others as you would be done by," fair and square dealing with a legitimate profit is the result. Wanting to do a thing is one-half the job, and knowing how is the other half. Then work becomes a pleasure. It is not so much a matter of what we have, but what we do with what we have. Every business is now aiming at efficiency, and I think you will agree with me when I say that no business demands efficiency so much as the printing plant; and I trust you will agree with me when I claim that to secure efficiency a cost system is essential.

DO PROFESSIONAL MEN NEGLECT BUSINESS?

Experts in production, especially in the literary or sentimental line, in which the newspaper people may be included, are generally as low in business ability as they are high in genius.

Enthusiasm and pride can generally be reckoned at 100 per cent. in the average newspaper. In no other business or profession is there such a spirit of laudable ambition and loyalty, from the chief to a freshly initiated reporter, as we find in the editorial department, closely followed by the advertising and circulation corps. No matter how cold blooded the business manager, he becomes imbued with the same spirit, and he loses sight of the effects on the cash box, until balance sheet brings him "back to earth." Too often, and often too late, the general spirit of optimism is suddenly baptised with a pessimistic balance sheet. An efficient cost system is a safety valve. Small leaks have wrought havoc with seemingly staunch ships and apparently impregnable dykes and dams, and also with great business establishments.

It seems to be generally true that professions are not remunerative, and in the earlier days, which many present can recall, the newspaper was considered a charitable institution, the editor being perfectly welcome to anything except money.

We are creatures of habit, custom and precedent. The older we grow, the more we become entangled in this ever-present net. Some of us are 25 per cent. instinct, 50 per cent. habit and 25 per cent. education and environment. As time creeps upon us, there is danger of habit reaching 100 per cent.

COST SYSTEM KILLS CONCEIT.

If all publishers had cost systems there would be a general uplift of the business. There is no tonic so good to the "know-it-all" fellow as a cost sheet. It is the most efficient conceit killer in the world—it extracts the starch and reveals the pure linen.

I believe the time is coming when every printing plant will deem it just as necessary to have a cost system as a bookkeeping system. One is as essential as the other.

You would not buy ink, paper, machinery, or labor, without first knowing the cost; yet many publishers do not know the cost of production, the per cent. of waste or efficiency.

Every office should have a cost system, not only to protect itself from errors, but to protect itself from competitors. It is not enough that you have a cost system; it is very essential that every competitor have one. Then each protects and aids the other. This is the age of co-operation, and in addition to every office having a system, the managers should be intimately acquainted and freely associate with each other. Volume of business is often a snare and a pitfall into which many fall. Better have a small volume of work free of debt than a large volume handicapped with the nightmare of debt. A cost system tells you where to tack and take in sail before you are enveloped in the storm.

No one system will answer the requirements of all offices; it must be expansive to suit requirements, even in the same town. Systems fail if they attempt to cover all conditions with one scheme.

Again, many systems fail because they are too complex. As in everything else, simplicity in a cost system is desirable, even essential. Conciseness, not quantity, is desirable.

Now what is cost finding, or newspaper engineering?

A cost system makes it easier to test the efficiency of your business, yourself and your employees.

BEST PAYING INDUSTRIES KNOW COSTS

Recall the industries paying the best dividends and you will have in mind those which have a uniform cost-finding method, and which know absolutely their cost of production. What of the newspaper publishers? We find dozens of methods used trying to supply the management with sufficient information to enable him to intelligently analyze his particular problem. He has an accounting system, and receives a financial statement showing profit and loss. He gets daily reports from circulation department, press department, as well as advertising reports. He runs along for a time following the rule of precedent noting these daily reports, and when something unusual occurs he goes to his foreman and asks him why.

But sooner or later conditions change, advertising volume and revenue may have decreased, circulation costs increased out of proportion, and he finds that new precedents must be established to meet new conditions.

He should then, above all other times, have the most detailed information regarding his costs, so as to analyze every feature and condition encountered, and should not only know, absolutely, what has made up this cost, but also what is responsible for the increase or decrease.

He should have complete statements of cost, rendered monthly, acting as an accurate barometer of the business, rendering examination easy, searching and comprehensive.

The newspaper's circulation may be advancing, its volume of advertising growing, and yet net profits may be far from showing a satisfactory increase; department expenses may be piling up out of all proportion to the growth of the business.

ALL DETAILS ESSENTIAL.

The statement of cost should be so detailed in character, so broad in scope, yet not complex, that he can readily detect inefficiency and advertising costs which are out of proportion.

It should show him: the cost of circulation; the cost of operating each and all departments; the total cost of all expense items and the distribution of cost over each department; the cost of producing weekly and special editions apart from daily editions, as well as profit and loss; the department cost per thousand copies in the city or in the country; the cost per line of advertising, both local and foreign in daily and weekly editions.

The daily individual time tickets from each department, form reports, press reports, plate reports, paper consumption reports, advertising reports, etc., should all enter into the frame work of the system and a centralized recapitulation made of these reports for comparative purposes, and unite for monthly statement of cost.

He should be able to go to department heads and either congratulate them or call their attention to inefficiency, and should be able to show them why and prove the point. Can you overlook the importance of a cost system, when it will enable you to analyze your business and make a based-on-facts decision?

The result of cost finding is to eliminate or prevent needless competition and waste. It seems to be inherent in nature to "take a chance" especially in so attractive a field as the newspaper, where one can always be in the limelight. It is a seductive field to the uninitiated with no compass to guide them.

The leading publishers should endorse further investigation and adoption of cost systems in newspapers generally, as the more their competitor knows about his costs, the less blunders he will make to your loss as well as his own.

I could cite cases where there was 25 to 35 per cent. difference in cost per thousand of operating circulation departments on papers in the same town, and could show that the difference or excess in cost did not justify the publisher in the expenditure.

MUST BE ONE MAN AT HEAD.

Nearly all newspapers systems fail to be logical and correct because the reports of all departments are not handled by one person. The majority of statements of cost does not tell the whole story on one sheet; does not give the manager enough information without asking the bookkeeper and other employees questions. The costs are not figured out on a unit basis, such as circulation cost per thousand, collection cost per thousand, advertising cost per thousand, composition cost per hour, etc.

My system does this, and it furnishes the manager this information tabulated by days; every unit showing delivery time, press time, paper waste reports, etc. It tells the whole story so that it is not necessary for a manager to ask the bookkeeper or any employee. I can show efficiency in any department except, perhaps, the editorial.

The history of the publishing business shows that many of the largest dailies have grown from small beginnings, so it is a mooted question with many at just what stage in the growth of the business a fully developed cost system becomes a necessity. That it be introduced as early as possible is desirable for reasons not connected with its immediate use. In the small publishing business, under the personal supervision of the proprietor, who is able to give much of his time to the affairs of the business, a cost and accounting system is of little apparent value; but as it is the nature of all small offices to expand into large ones, and sometimes with considerable rapidity, and with a consequent loss of grip of details on the part of the proprietor, it becomes very important that the record of past business should be available, representing what was accomplished at the most vigorous period of its life, namely, when the need of expansion was becoming felt. The successful business in any line of endeavor has been built up by men who have that accurate knowledge of their affairs which resulted from keeping true records of their experience and using them in guiding the business to a profitable end.

No system, however good, will give immediate results. It must be established and run for months before the advantages are fully realized, for all progress is made by comparing what was done to-day, or this week, with what was done sometime ago, and this knowledge can only be gained when the basis of comparison is similar, when the records of fluctuating periods will finally result in real commercial value. A poor system is as bad, if not worse than none at all, as we may rely upon it and be misled.

City Subscriptions at 10 Cents a Week

"Placing City Subscriptions on the Ten-Cent-a-Week Basis" was the subject of a highly interesting talk by A. C. Hunt, of Regina Leader. Mr. Hunt spoke in part, as follows:

We publish two editions of our paper—morning and evening—and we charge our city subscribers ten cents a week for each edition delivered. We had felt for a long time, like many other publishers, that we were giving our readers more than we were

really being paid for. I think it is more true of the Western papers than of the Eastern papers that we grow very rapidly, and we are misled into publishing too good newspapers for our respective communities. We found it to be a fact that we were losing a great deal of money. We consequently decided to improve the situation if possible and, after considerable trepidation on our part, we announced to the public that so far as our local circulation was concerned, commencing at a certain date, we would charge ten cents a week. We had been charging \$5 for the morning edition and \$3 for the evening edition, or \$7 for the two editions combined, and, of course, bearing the expense of delivery, collection, and loss in subscription accounts.

MAKING THE BOYS PARTNERS.

When we made our first announcement we put the proposition on this basis. We said that we were going to start a number of boys in this business. We rather introduced the sentimental idea in the hope that people would not feel the difference in the subscriptions so much. This made it a success. We made an announcement to our carrier boys of the change. We pointed out to them they would have to assume the responsibility for the delivery of the paper, and also for the collection of the subscriptions. We submitted a contract to the boys which provided that they agreed to carry the papers carefully and regularly, and to collect at the end of each week or month, as they might desire, from their particular subscriber. The boys pay a deposit on their being given a route of an amount equal to the amount they collect from their subscribers for a period of two weeks, to protect us against a boy giving up a route without proper notice. We sell to the boys at 6 cents a week. That means we net absolutely \$3.12 a year for each edition of our paper.

Before we started the scheme we made a special effort to clean up all subscription arrears, and we were fairly successful in this. We collected to a certain date and announced that after that date the boys would collect at the rate of 10 cents per week.

You will notice that the boys make 4 cents per copy. In the outlying districts, where the houses were scattered, we guaranteed a boy a minimum of \$1.50 a week. If the profits from all the subscribers did not net him \$1.50, we make up the difference until the district grows; until we are able to add additional copies to the route.

As the result of the change we lost between 200 and 300 subscribers for a matter of two or three weeks, more from misunderstanding than anything else. To overcome that we sent our city man round to these people to explain the system carefully to them and it was found that they came back again as subscribers under the new system. The boys, also, had a little difficulty in the matter of collections, but this was readily overcome after explanation by the city man. A few business concerns throughout the business portion of the city objected to being bothered in paying a boy 10 cents a week or 45 cents a month, and we allow those business concerns to pay in advance a matter of \$5.20 a year for each edition. This is collected, in some cases, through the boy, and we allow the boys their profit on those particular subscriptions. There are a very few of those, and it is not a difficult matter to keep track of them.

On the introduction of the system we eliminated free copies to a minimum, and at the present time we have only 20 complimentary copies delivered. A few of those go to the Police Office and to the Hospital, and everyone else pays for their paper at 10 cents a week. We do not deliver free copies to advertisers. Some advertisers get a few free copies at the office, but we don't deliver any.

DETAILS OF THE SYSTEM.

Let me give you a few brief details of the system.

A boy cannot sell a route under any circumstances. On a boy giving up a route we place another boy in charge, and I may say that since we made the change in the system we have had absolutely no difficulty in getting good, reliable boys. As a matter of fact, we have a hundred applications on the file from boys who want routes. We are able to get the best possible class of boys: boys who are attending college and large boys who are more reliable. As a result of our being able to get a better class of boys, we have practically eliminated complaints. It is rather an exception to get a complaint of non-delivery. Of course, we talk to the boys very seriously about this feature of their work, and we impose a fine if we are satisfied that the boy is actually at fault. In most cases we find that the boys make a very careful investigation, and if it is found that the complaint has been caused by any improper conduct of the boy, we fine that boy 25 cents. But, I am glad to say, complaints are rare.

A certain number of forms are necessary. We have tried to make them as simple as possible. The daily report sheet is made out in the mailing room and gives the actual number of copies sold to each boy for his particular route. We allow each boy one free copy for his personal use. The boys are charged with abso-

lutely every copy they deliver. If there are copies paid in advance they are given credit for these. If there are free copies the boys carry those without being allowed credit for them, but they are so few that it is a matter of little consequence. These daily report sheets are signed by the boys as they take out their routes for the number of copies that have been delivered. At the end of the week they are given a statement of the number of copies they have purchased at the price of 6 cents a copy. They pay their bills every Monday afternoon, and we have absolutely no difficulty in getting the money from the boys.

SOME OF THE ADVANTAGES.

The principal advantage of this system is that we eliminate canvassers and collectors. The boys are the canvassers and collectors. We also eliminate the keeping of accounts in the office of individual subscribers. We do keep a duplicate list of the routes in order to provide for the delivery of the route should a boy be ill then we send a substitute. We keep these on sheets of paper filed; they are corrected from day to day; changes are made, and each boy's record is kept in a small book which takes care of his whole route, and he is able to keep track of the date to which his subscribers have paid their subscriptions.

An improvement over our system has been introduced by the two papers in Winnipeg which use small coupon cards which take care of 6 months. Taken at the rate of 10 cents a week each coupon is good for 10 cents. A boy in making his collections will tear off one coupon if the subscriber pays him 10 cents, and if a subscriber says he doesn't want to be bothered every week 10 coupons are torn off for \$1.00. The boy then, at looking at his card, knows to what date the subscriber has paid. Under such a system he has no books to keep and to bring into the office to be checked up.

I stated that the boys are canvassers and collectors. We are using the boys constantly as canvassers for new subscribers. We offer the boys a commission of 10 cents for every new subscriber they bring in from time to time. We introduce contests, offering prizes to the boy who brings in the largest number of subscribers in a given time. We have just completed a contest of that kind, and it has been most satisfactory. We have been most successful in the city in the matter of circulation. In a period of two months, ending the end of June, the boys, unaided, brought us in 365 new subscriptions, which only cost us in prize money and in commission we paid the boys who did not earn prizes 20 cents a piece. These subscriptions were all signed for a period of three months on an order form which the boys present to the respective customers. I venture to say that you get circulation very cheaply when you consider that you are eliminating the cost in your office of looking after subscriptions, keeping a record, putting them through your cash book, and sending out accounts and sending out your collector. All that is eliminated.

We keep a list of the carriers posted up in the mailing room, and if a boy is not in the office at a certain time in the morning he is fined, and if he does not turn up we immediately make arrangements for providing a substitute. Failure to show up, without good and sufficient cause, is a reason for dismissal, and we enforce such dismissals. We are particularly strict in that respect. The boys must show up or send a substitute.

GETTING NEW SUBSCRIBERS.

There is another feature we carry into operation. If a boy comes to us and says that there are a number of houses on his route at which he is not delivering a paper and he wants a sample copy to leave at those houses, we give him a limited number of copies. We find out how many of such houses there are, and we allow the boy to leave a sample copy at each of those houses for four days, and he leaves the following card: "Dear Sir or Madam, I am the carrier who delivers the *Leader* on this route. You do not take the paper from me, and as every subscriber I get increases my salary, I would like very much to have your name on my list. I will leave you a sample copy each day for four days, and would appreciate your reading it carefully and seeing if my paper will not suit you as good as any that you might now be taking. If it does, please fill out this card and I will call for it on the last day of the four on which I leave samples. If you do subscribe it will be a great help to me, and I will always give you good service and deliver your paper where you designate." These are left at the house the day we leave the first sample, and the boy calls back at the end of the fourth day and makes an effort to pick up a new customer, and it has met with plenty of success.

I may mention that we take care of the whole city circulation with one man who looks after the boys, and gives the papers out to them in the morning, and keeps a record of any change in the address of the subscribers. If a boy gets in a difficulty this man goes on the route with him and gets the matter adjusted with the customer. If the boy wants some assistance in the way of canvassing a district this man goes out on Saturday afternoon or morning and helps the boy out. One person keeps a record of all

the stock orders as they come into the office, checks up the accounts and is able to handle the whole city circulation very efficiently.

The boys are making money under this system, and we have no difficulty in getting good boys. We have boys making as much as \$6.75 a week. We are trying to equalize the size of the routes as far as possible so as to prevent a feeling in the minds of some boys that other boys are being given a larger route. We do that to the best possible advantage.

NEW SYSTEM BETTER THAN OLD.

I have summarized here a comparison of the advantages and disadvantages of the two systems. Under the old system there was the cost of canvassers, the cost of delivery, the cost of collection, losses through non-payment of accounts, frequent complaints with the result that in cases the circulation revenue did not begin to meet the operation of the Circulation Department. Under the new system the boys canvass and collect. There are no losses; complaints are practically eliminated; in our particular case the revenue has increased enormously. The way the revenue has increased from month to month has been surprising. When I contemplate the situation now with what it was before and know what we were losing, it is most gratifying to us to know that we made the change.

What to Keep Out of the Want Ad Columns

The above was the title of an address by N. T. Bowman, advertising manager of *Toronto Telegram*. Mr. Bowman said, in part:

This is a most important question. It is only by maintaining a proper classification of all advertisements that the classified section can be built permanently as a money-making proposition. Any publisher who wishes to have a classified section for that really means what it says must insist upon a proper classification of all advertisements which enter into the columns of that section. There are many contrary practices which obtain, and they can be more quickly illustrated, possibly, by simply citing a few clippings from various papers, both metropolitan dailies and smaller dailies.

MUST HAVE PROPER CLASSIFICATION.

Now I have here under the heading of "Help Wanted—Male or Female" advertisements, eight of which have no right in those columns. Under those columns we are constantly having applications, and papers are allowing advertisements to appear as per order, which in no sense are covered by the heading "Help Wanted—Male or Female." The particular instances I refer to are advertisements relating to correspondence schools and colleges; motor cycles, business colleges, railroad schools, etc. The advertisers first object is to take advantage of the fact that a large number of people are looking in the "Help Wanted" column for work; whereas the announcements themselves are not what they seem. They are simply a means of attracting the attention of a large number of people who are unemployed, and holding up before them the means by which they can qualify themselves to accept positions.

I can say that as far as the paper with which I am connected is concerned we go the full limit in insisting upon placing advertisements under their proper classification. With regard to the schools and colleges; they brought to our attention the fact that all the other papers were accepting advertisements as heretofore, but if we insisted on maintaining our stand on classification then ten or twelve institutions of that character in the city would lose their entire force and value of the advertisement. We then took up the question of classifying the railroad schools advertisements under "Railroading taught," as is being done by the *Montreal Star* and we have no reason to suppose that the result will not be as equally successful as when they appeared in our "Help Wanted" column.

In answer to an inquiry Mr. Bowman said he would recommend an equally strict classification in a paper having a comparatively small amount of classified advertising as that adhered to by the paper he represented.

Auditing Circulation Records

In the absence of Mr. R. Jennings, *Edmonton Journal*, G. K. Cooper, advertising manager of that paper introduced the discussion on the subject of "The Advertising Audit Association; Should the Expense of Auditing Statements of Circulation be Borne by the Publisher or the Advertiser?"

After the reading of this paper the following resolution was passed:

That the Daily Section of the Canadian Press Association hereby approves of the proposal to institute a standard form of circulation certificate by the Canadian Press Association; that we recommend the Advertising Committee of the Canadian Press Association to carefully consider the proposal of the Audit Bureau of Circulation to institute an Audit Bureau of Circulation covering the United States and Canada, and to send a recommendation to

each of the members of the Canadian Press Association dealing with same at the earliest possible date.

RECOMMENDATION RE COMMISSION SPLITTING BY AGENCIES.

The question of commission splitting by advertising agencies was again discussed. It was the opinion of the meeting that the Advertising Committee had done good work in this direction and should continue their negotiations with the advertising agencies with a view to the consummation of such an agreement as was submitted to the meeting the previous day.



Trade and Class Press Holds Profitable Meetings

THE SESSIONS of the Trade and Class Press Section were characterized by discussions of considerable length on topics of particular interest. The postal question came in for attention, much of the time being devoted to a consideration of this all-important problem. Discussions in fact were so protracted that the program had to be curtailed and many of the papers prepared were not read. The large attendance was an encouraging feature of the meeting, being perhaps larger in proportion to membership than at either the Daily or Weekly Sectional meetings. It was recognized that the sessions had been of great benefit and the members heartily concurred in the idea of holding meetings at intervals during the ensuing year.

FEES TO BE INCREASED.

An amendment to the constitution of the Association was introduced at the general sessions and suggested a considerable increase in the fees of the Trade and Class Press members. As the schedule proposed was not entirely satisfactory to some of those interested it was referred back to the Trade and Class Press Section and a revised schedule was agreed upon although there was no opportunity for submitting this revised schedule to the General Association it is understood that it has been practically approved by the Board of Directors, so may be considered as authoritative. It is as follows:—

Trade and Technical Publications.

| | |
|---------------------------------|------|
| One Trade Publication | \$15 |
| From 2 to 4 Publications | \$25 |
| From 5 to 10 Publications | \$40 |
| Over 10 Publications | \$50 |

Religious Publications.

| | |
|-----------------------------------|------|
| One Religious Publication | \$15 |
| Each additional Publication | \$ 5 |

Other Class Publications Including Financial Papers (Daily, Weekly or Monthly), Periodicals, Farm Journals, Etc.

| | |
|---|------|
| Journals with a circulation up to 10,000 | \$15 |
| Journals with a circulation over 10,000 up to 20,000 | \$20 |
| Journals with a circulation over 20,000 up to 30,000 | \$25 |
| Journals with a circulation over 30,000 | \$25 |
| plus \$5 for each additional \$10,000 circulation over 20,000, Additional publications, \$10. | |

Where publications in two or more of the above classes are published by one company the fee for the first publication in the highest class shall be paid, and for the additional publications the fees for additional publications in their respective classes shall be paid.

Additional members from any class, trade or class publication, \$3.00.

As the reports of the General Association and those of the Daily and Weekly Sections occupy considerable space in this month's issue the complete report of the Trade and Class Press Section has been held over until next month, when full justice will be done to it. It is hoped that this will meet with the approval of our readers, inasmuch as a fairly representative attendance was present throughout the sessions and a larger percentage of those directly interested are conversant with the business transacted than is the case with either of the other sections.



Annual Meeting Canadian Press Limited

At the annual meeting of the Canadian Press, Ltd., held at Toronto, on July 8, the following officers were elected: President, E. F. Slack, *Gazette*, Montreal; First Vice-President, E. H. Macklin, *Free Press*, Winnipeg; Second Vice-President, W. J. Blackburn, *Free Press*, London; Secretary-Treasurer, John Lewis, *Star*, Toronto; Directors: J. Ross Robertson, *Telegram*, Toronto; Joseph E. Atkinson, *Star*, Toronto; J. F. MacKay, *Globe*, Toronto; E. Prince, *La Presse*, Montreal; W. M. Southam, *Citizen*, Ottawa; John Nelson, *News-Advertiser*, Vancouver; J. H. Woods, *Herald*, Calgary; W. F. Kerr, *Leader*, Regina; W. L. Roblin, *Telegram*, Winnipeg; G. Fred Pearson, *Chronicle*, Halifax; E. W. McCreedy, *Telegraph*, St. John.

A resolution was passed expressing cordial appreciation of the services of J. F. MacKay and J. E. Atkinson, who have served respectively as president and secretary of the organization since its formation four years ago.

Chairmen of Standing Committees and Five of the Elected Directors



W. J. TAYLOR,
Chairman Advertising Committee.



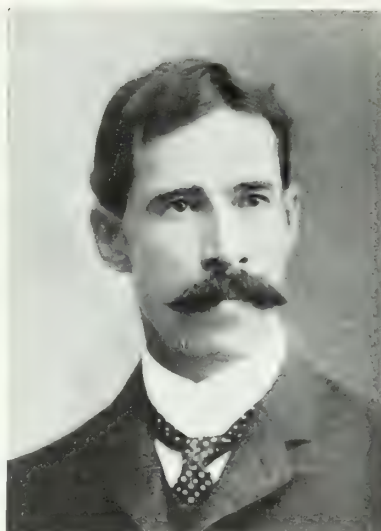
E. F. SLACK,
Chairman Labor Committee.



J. F. MACKAY,
Chairman Paper Committee.



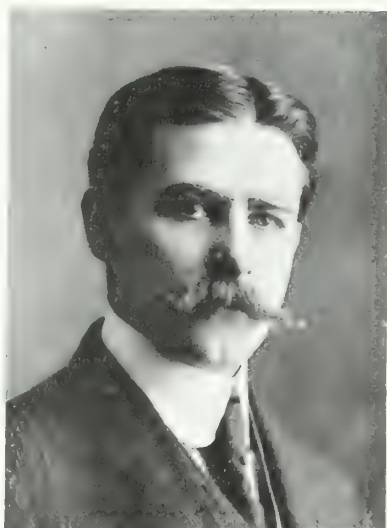
A. T. WILGRESS,
Member Board of Directors.



P. D. ROSS,
Chairman Postal and Parliamentary
Committee.



J. C. KEATING,
Member Board of Directors.



L. J. TARTE,
Member Board of Directors.



V. E. MORRELL,
Member Board of Directors.



W. G. ROOK,
Member Board of Directors.

President, Vice-Presidents and Chairmen of Sections—C.P.A. 1914-1915



JOHN NELSON,
Vice-President Western B.C.



W. F. KERR,
Vice-Pres. Manitoba and Saskatchewan.



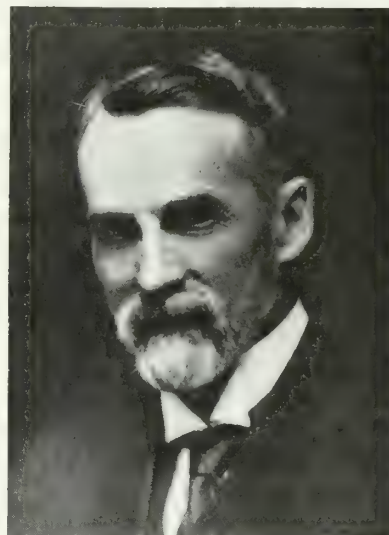
J. H. WOODS,
Vice-Pres. Alberta and Eastern B.C.



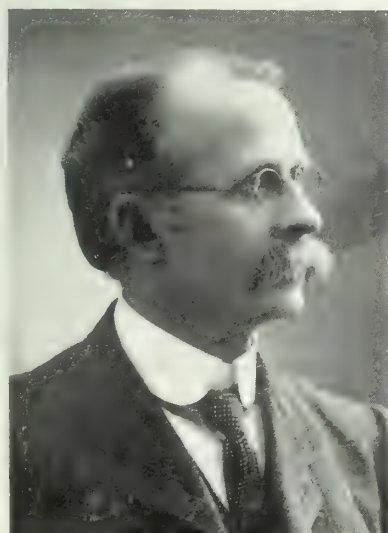
R. L. COTTON,
Vice Pres. Maritime Provinces.



W. M. O'BÉIRNE,
President.



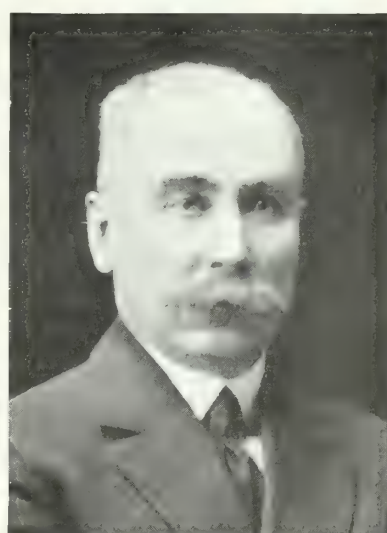
W. E. SMALLFIELD,
Vice-Pres. Ontario and Quebec.



J. G. ELLIOTT,
Chairman Daily Section.



E. ROY SAYLES,
Chairman Weekly Section.



COL. J. B. MACLEAN,
Chairman Trade and Class Press.

C.P.A. Adopted Objectionable Ad Standard

Unanimous Decision of Convention Following Inspiring Address by James Schermerhorn — Standard is for Guidance of Publishers — Not Obligatory

ONE OF THE most notable achievements of the 1914 Convention of Canadian Press Association, if not indeed, the most notable—was the tremendous forward step taken toward the exclusion of objectionable advertising of all forms from the columns of Canadian newspapers and periodicals. It is particularly gratifying that this is being done at the instance of the publishers themselves, except in the case of extremely offensive copy which had already been prohibited by the Criminal Code.

The Advertising Committee, acting under instructions from last year's Convention submitted a standard for the guidance of members in censoring advertising copy and recommended its adoption on both moral and economic grounds. This standard is not binding upon any one but is merely intended, as its title implies, as a guide in censoring copy. It effectively answers the question: "Where shall the line be drawn?" and although not obligatory, it will undoubtedly render invaluable service to publishers who are desirous of cleaning up their columns, but who have been waiting for a recognized standard of censorship before doing so. It will serve also as an inspiration to other publishers who have heretofore given very little thought to either the moral or the economic aspects of the matter. The unanimity with which it was adopted by the Convention—not a single publisher speaking or voting against it—indicates that the press of Canada is ready to take this forward step and that quacks and charlatans who have too long traded upon the credulity of the innocent and the unwary will hereafter find it difficult to secure the co-operation of reputable newspapers in making their lying and offensive advertisements effective.

The submission of the Standard came as a fitting climax to a convincing and inspiring address by James Schermerhorn, general manager *Detroit Times*, who spoke on the subject: "Who Makes Fraudulent Advertising Effective?" The question and its obvious answer were driven home with an earnestness and directness that it was impossible to evade. Mr. Schermerhorn's inspiring personality and the simple truthfulness of his message were the factors that electrified his audience and made an impression on the minds of his listeners that it is safe to say will never be completely eradicated. There was plenty of humor too, but always appropriate and generally linked up with some great truth that only needed the anecdote to drive it home.

In introducing Mr. Schermerhorn an amusing slip was made by President Douly, who referred to "good advertising methods" as "good advertising Methodists!" Mr. Schermerhorn spoke as follows:

Mr. President and Members of the Canadian Press Association:

Your president's rendering of honest advertising methods as "honest advertising Methodists" suggests that not only politics but religion is getting into the afternoon's discussion.

I hope we will not develop any such degree of denominational bias as that exhibited by the colored leader of a Baptist revival, where a reclaimed darkey arose and blessed the Lord that his sins had all been washed away. "Wha, church y' belong to, brudder?" shouted the parson; "I'se a Methodist, I am," replied the convert. "You bettah set down," the leader admonished. "You ain't been washed at all; you jes' been dry cleaned."

On the other hand there was that confederate veteran who was halting between two conventions, the Baptist conference at Memphis and the reunion of the Confederate Army at Chattanooga. He finally decided to send his regrets to his army comrades. "I expect to meet all the Confederate boys in Heaven," he wrote, "but I must see my Baptist brethren while I have the chance."

The injection of Dominion politics into the proceedings this afternoon makes a publisher from the States feel at home. It brings to mind that turbulent occasion on our side of the border where a brick came through the window, and someone cried: "See the Irish confetti!"

Just 20 years ago this month the Michigan Press Association, of which I had the honor of being secretary at the time, made a peaceful invasion of your fair Dominion upon its bloodless march to the sea and was most graciously received by the Canadian press here in Toronto and in Montreal and Quebec. The hospitality that marked our visit was something more than official or perfunctory courtesy; it was the most hearty kind of fellowship, and it made a lasting impression upon the Michigan editors as only another sign of the spirit of tranquility and good-will that binds your people and our people together. I rejoice in the plans now forming to erect on the border suitable memorials of the 100 years of neighborly concord between two powerful nations—a fine fulfillment of the

prophecy of Isaiah, "Nation shall not raise up sword against nation, neither shall they learn war any more."

I speak for a beautiful city that sits serenely by the sapphire-aitrait, when I say to you that we have our own honorable and gainful interpretation of the vision of Micah, having beaten swords into self-starters and spears into piston-rods and sent our beautiful motor cars around the world as shining evangels of industry and commerce unburdened by international strife.

I am grateful for the privilege of being the guest again of the Canadian press after the lapse of 20 years. I find myself more fortunate than the young man who applied for a job on the stage in New York. "What experience have you had?" the manager inquired. "Well, I made my debut in Ohio." "Was it a success?" "There was great excitement." "I mean, did you make a hit? did they call you back?" "Well, not exactly; but they dared me to come back."

Two weeks ago I had the privilege of speaking to the Associated Advertising Clubs of the World in this same room upon a



JAMES SCHERMERHORN
Detroit Times

subject somewhat related to the theme we are now considering, and when I face such a fine representation of the Dominion press as I do on this occasion I think how much happier the circumstance is than the one in which the stage villain found himself when he hissed into the ear of the heroine, "Hist, are we alone?" and a man in the gallery bawled out, "You ain't to-night, but you will be to-morrow night."

In the score of years that have elapsed since the Michigan Press Association learned what Canadian courtesy and cordiality are, a wonderful change has come over the spirit of the business world. Twenty years ago everybody was responding to the bugle-call of accumulation. "Be up and doing," was its summons; "get the money—get it untainted, if possible, but get it." The predatory rich would get together and wonder where the common people got all the money they took away from them. The lamentation of the dying promoter was, "So many to do; so few done." Our great Irish philosopher, Dooley, said that when the chairman called the representatives of big business to order, he would say: "Is there one honest gentleman present? If there is, put him out!" and that when they called the roll in the United States Senate they did not know whether to answer "present" or "guilty." In a banker's convention a worshipper of Mammon arose to remark that he was not so keen for "In God We Trust" on the coin of the realm, but when it came to issuing clearing house certificates in a time of stringency he wanted to make sure that they were inscribed, "I know that my redeemer liveth."

This was the cycle of the harsh and sinister doctrine, "business is business," uttered first in justification, later in extenuation; originally a proverb, ultimately an apology. "Business is business" was a short sentence, with nothing out for good behavior. In its sibilancy one seemed to hear the distress of the victim of sharp practice or of the merciless exactions of a bad bargain. The clink of the 30 pieces of silver, the price of the Master's betrayal, was in it; the demand of Shylock for his pound of flesh; the cry of the wicked Jezebel to the covetous Ahab, "Naboth is dead, go take his vineyard," while the dogs licked the blood of the slain Naboth in the streets; and the golden rule of David Harum, "do those who would do you, but do 'em first."

This was the sordid era hit off by Max O'Rell, the brilliant French wit, when he described the jewels American women wore as "the perspiration upon the brows of their husbands crystallized"; and the vanity of it all was summed up by a paragraphist when he wrote the society item: "Immediately after the ceremony the happy couple left for Wisconsin, where the bride's father has a large fortune and diabetes."

The press, which is "the vast shadow of the public mind," partook of the excessive commercialism of the period so fully that he continued to cling to the brutal "business is business" slogan after both business and politics, scandalized by the evil fruitage of the get-rich-quick passion, began to return to the earlier and ethical doctrine of service for service. Even while joining in the revolt against corporate aggressions and other forms of exploiting the masses, newspapers continued to commit in their advertising columns many of the serious offences against which they directed their editorial reprobations.

They applauded a strenuous president when he applied the big stick to "malefactors of great wealth," while at the same time they were standing by and consenting to the plundering of the many by the few through the sale of their space to medical charlatans and investment frauds. Appeals to buy "Bubble Preferred" or "Balloon Common" or Florida lands that should be sold by the gallon instead of by the acre, or specifics for everything from housemaid's knee to a ring-worm on a wooden leg, and from the vermiform appendix to the table of contents, appeared in grotesque proximity to editorial exhortations in behalf of medical reforms and safe investments.

Publishers have added their heartiest endorsement to the philanthropic movements for the conservation of the health of the people, especially the splendid fight against the white plague, which takes its yearly toll of hundreds of thousands of lives; yet their newspapers have made it possible for human vultures to feed upon the misery and suffering of the countless victims of consumption by offering spurious remedies with which to wrest from them their last dollar. If there is white plague, there is also a black plague, an inky infection, and that is the wretched sort of newspapers that would capitalize affliction by offering fake cures to the incurable and false hope to the hopeless. And, just as the lepers were compelled to raise their shrivelled hands and cry: "Unclean! Unclean!" when anyone in health approached, so such newspapers should be compelled to bear the brand imposed by law or public sentiment, "Unclean! Unclean!" for the protection of American homes.

Our newspapers have said: "Speed the day when child life shall be protected against industrial greed and the glaring evils of divorce and race suicide shall be abolished through a higher standard of morality in the family." Yet their own papers, day after day, have carried into the home the poisonous and abominable private medical phraseology that despoils youthful imaginations of their purity and facilitates the very practices that threaten race extinction.

Newspapers, altogether too many of them, have been known to carry on their first page some ghastly tragedy ensuing from a drink-crazed brain, on another page the positive guarantee of a gold cure, on the editorial page an able treatise on the deadly consequences of strong drink, and on still another page an invitation for everybody to have a drink. The whole process, in its grotesqueness, is paralleled only by the nurse marrying the undertaker so as to catch them coming and going.

My own newspaper dropped liquor advertisements because we did not care to take orders for or from the brewers and distillers. You may seek to ease your conscience by all sorts of sophistries, but the fact remains that the newspaper that prints liquor advertisements is in the selling and distributing department of the liquor business; he is doing in front of the bar what the man in the white apron is doing behind the bar, only he is a greater offender, for he recognizes none of the regulation restraints which the law imposes upon the saloon as to the hours of legal selling or the age of customers. The newspaper bar-keeper offers his liquid damnation to the children in the nursery and the inebriate in the house of detention.

For the revenue there is in it the publisher uses the welcome he receives at the firesides of his readers to break down the standard of sobriety which parenthood upholds in the minds of the young; day by day he gives the endorsement of his paper to

the great national curse, which as the late Henry W. Grady said: "Has dug more graves and sent more souls unshrined to judgment than all the plagues since God sent the pestilence into Egypt and all the wars since Joshua stood beyond Jericho."

Happily we have put behind us the cycle of excessive commercialism. Disaster has overtaken many of those who piled up great wealth without any particular scruples as to the method of getting it, and isolation and loneliness are the portion of those who have escaped indictment but who have not been able to answer the searching question of the age: "How did you get it?" The challenge of the present day to the aspiring and the resourceful is not to make a great fortune, but to get it without stain. This is the challenge to us, the "fourth estate of parliament," the keepers of the public conscience. That the publication of indecent and deceptive advertising is unworthy of a noble profession, is no longer debatable. If there are publishers who protest against the new order, they are in the position of Hans's departed brother. Someone asked Hans if his brother was resigned. "He shust hat to be," said Hans, "he vas det already."

Dishonest advertising is as dead as statutory enactments can make it in some eighteen states and cities in the United States, and you have a law here against some of the more glaring forms of advertising chicanery. But we have a great number of prominent newspapers that have gone further than legislation requires, to protect the health, pocket-book and morals of their readers. They have in a fine and brave way enlisted as volunteer soldiers of the common good.

But a searching question springs from the plea for immunity which many publishers raise in connection with the earnest movement to purge advertising of bad faith and offensiveness by both legislation and public sentiment. The laws we have passed hold only the advertiser culpable. Our postal department thinks it has performed its duty by compelling the publisher to mark advertising run in news form as an advertisement, just as if you commended a stranger to your banker and in a stage whisper put up the warning symbols, "advertisement." Or as if you admitted a person to your home circle as a valued friend, and sent the word quietly around that he was really cut off from you by a double dash. If the advertising a conscientious publisher accepts has in it the element of public service—and no other should be eligible—it is fit to appear in any type or column and should not be required to carry the word "advertisement" as a danger signal or term of reproach.

Even at the recent splendid gathering held in this city, registering the most advanced position of the advertising world in the matter of business integrity, the newspaper section was unable to catch the cadence of the convention's courageous advance, but figured only as stragglers with the mild declaration that it would protect the honest advertiser and general reader "as far as possible" from deceptive or offensive advertising. Think of a bridegroom vowing to leave all else and cling only to the bride "as far as possible," or a witness swearing on the book to tell the truth, the whole truth and nothing but the truth "as far as possible."

The question all this makes profoundly pertinent and timely is "who makes advertising deception effective?" Open confession is good for the soul, so let us as publishers in the language of the litany of publicity, here and now declare that we have done many things we ought not to have done, and left undone the things we should have done, and there is no health in us.

"I don't call any names," said the sitter-in at a poker game, "but there is a one-eyed cuss here dealing from the bottom of the pack, and if he does not quit it, I'll shoot his other eye out." I'm not seeking to be offensively direct and personal when I say that those who make fraudulent advertising effective are sitting here before me.

Certainly the advertiser who has a smart but scoundrelly scheme with which to exploit the people and the writer who puts it in seductive and gullible form and the agency that places the copy could not put their thimble-rigging game over if the confidence that the readers have in their newspaper were not available. Dynamos, motors, wires and switches are insensate and useless things unless they are energized by the electric current; and all the chicanery that the most conscienceless fakery can devise would remain fruitless if the power of the press were not applied.

Who makes advertising deception effective? Who but the publisher? He takes the clean, white sheet of paper with nothing on it but the tariff, rains black ink upon it "as fast as the Arabian tree sheds its medicinal gum," and when it flashes from the press the responsibility is his and his alone for what the sentient type have conveyed to the virgin print. With Pilate he must say "What I have written I have written," and there it stands to witness whether he has caught the spirit of the new day in business, "service for service," or has betrayed those who believe in him into the hands of the despoilers.

Of course it is not comfortable for publishers to apply to themselves the doctrine that "guilt is personal," but when the son of an illustrious American writer placed his honored name and

unmistakable gifts at the disposal of a wildcat mining crowd in the Cobalt region, he did exactly what a publisher does when he places the good name and prestige of his journal back of the alluring claims of investment sharks: exactly what hundreds of American newspapers did when they carried as Canadian correspondence a series of unscrupulously enticing tales of a Dominion Eldorado that lured thousands of our farmers from their homes to find they had been betrayed by land swindlers acting in collusion with newspapers that should have protected them. It is regrettable that

Standard for the Guidance of Publishers in Connection with Objectionable Advertising

(Adopted unanimously by Canadian Press Association at Annual Meeting.)

SECTION A—Relating to advertising that is prohibited under the Criminal Code of Canada. Advertising of any of the classes of articles or medicines referred to in this section should not be accepted.

1. Books, pictures, "rubber goods," or other devices, where the name of the device or the wording of the copy conveys, either directly or indirectly, that the article is obscene, or tending to corrupt morals.
2. Medicines or methods for the prevention of conception, or for abortion or miscarriage purposes.
3. Medicines, methods or devices for the cure or relief of venereal diseases or restoring sexual virility. This rule bars copy containing any such words or suggesting any such ideas as "lost manhood," "sexual weakness," "exhaustion," "impotence," "nocturnal emissions," "unnatural discharges," "gonorrhea," "impure blood," "syphilis," "gleet," or "varicocele."

SECTION B—Relating to advertising that is not prohibited under the Criminal Code of Canada, but may be considered objectionable or undesirable. It is suggested that members who realize the desirability from an economic as well as a moral standpoint of keeping their advertising columns clean and wholesome, and are prepared to go further in the censoring of advertising copy than the law requires, should refuse to accept advertising of all, or any, of the following classes of articles or medicines:—

1. Medicines or mechanical devices that purport in an offensive or extravagant way, either by illustration or language, to "enlarge the bust," to "improve the figure," to make the fat thinner or the thin fatter, to restore hair to bald heads, to change ugly complexions into beautiful ones, and, in general, to perform any feats that are impossible or may be dangerous. This is not intended to bar toilet preparations of harmless composition, or legitimate massage devices that are truthfully advertised.
2. Any medicine that claims to cure diseases commonly held to be incurable by medicine. This rule also bars indirect claims of cure of such diseases through testimonials or otherwise.
3. Any medical treatment offered free.
4. Any medicine that is known to contain a habit-forming drug of the dangerous class.
5. Any advertisement not falling itself with the prohibition of these rules, but leading to correspondence between advertiser and reader, in which the principle of these rules is violated.
6. Any advertisement that contains extravagant guarantees of cure.
7. Loan shark advertisements.
8. Any sort of text or illustration offensive to good taste, either in character or appearance. This applies to all the class of grotesque, bizarre, or horrible pictures and expressions calculated to shock the reader into attention.
9. Copy that simulates in type, arrangement, or otherwise, the newspaper's own reading matter unless marked as an advertisement.
10. Financial or commercial schemes or enterprises that the newspaper has reason to believe are fraudulent, unsound, or exaggerated.
11. Contests or schemes that apparently offer something for nothing—the prize or premium being dependent upon something being sold.
12. Any advertisement in which the advertiser makes an attack upon a competitor.
13. Classified advertising, regarding the bona-fides of which there is room for reasonable doubt.

the punishment meted out to Julian Hawthorne was not visited upon those publishers who were equally guilty of an infamy against their countrymen.

Let me assure you from an experience covering fourteen years, during which time we have seen a yearly deficit of \$53,000 in 1901 transformed to a fair showing of net earnings in this year of our Lord, that a daily newspaper launched and developed along the line of the ethical policy I have been discussing, is both possible and workable. Also that it is quite as simple to determine without delay whether an advertisement is desirable from the standpoint of the reader's and legitimate advertiser's protection

as it is to ascertain whether the advertiser's credit is good or whether a piece of news is an offence against a citizen's good name. There are ample facilities right at hand or easily available for this purpose, and, in case of doubt, there is that eminently sensible newspaper maxim, don't.

This year and next we will be celebrating the completion of a century of honorable peace under the Treaty of Ghent. What finer demonstration could the press of these two mighty continental neighbors make of the moral triumphs of peace than to unite our hopes and aspirations for a press that shall be as unsullied as it is free, a press "without spot or blemish or wrinkle, or any such thing."

"There is an honor in business that is the fine gold of it; that reckons with every man justly; that loves the light; regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river."

At the conclusion of Mr. Schermerhorn's eloquent appeal the audience burst into unrestrained applause and when three cheers and a tiger were proposed they were given with a heartiness and unanimity that it would be difficult to surpass.

The President then called upon Wm. Findlay, of the Ottawa *Free Press* to present for consideration of the Convention the proposed standard respecting objectionable advertising, copies of which had already been distributed. Speaking of Section "B," Mr. Findlay spoke in part as follows:

ECONOMIC REASONS FOR CLEAN PAGES.

"Mr. Schermerhorn, in his address, dealt with the moral aspect of the matter. I think, perhaps your Advertising Committee considered this standard of advertising practice more from the standpoint of good business and what will make the most money for us as publishers. An extract from the Report of the Advertising Committee is as follows: "Your Committee believes it is good business for a newspaper to exclude from its advertising columns all fraudulent, deceptive or offensive advertising. Further, your Committee believes there is a moral obligation upon a newspaper to do so. While holding these views your Committee has not made the mistake of considering the Advertising Committee to be the Morality Department of the newspapers of Canada. The laws of the land prohibit certain classes of advertising. Most newspapers are agreed that a number of other classes are objectionable, but there are differences of opinion as to how many and which other classes. In the opinion of your Committee this is a question which each newspaper must decide for itself. The standard prepared by your Committee will be an aid to members in reaching a decision on this question, and it has been prepared with that end in view." In that sentence, gentlemen, I think will be found the attitude of the Advertising Committee in this matter. Each newspaper must, in the final analysis, decide these matters of policy for itself, and your Committee have not attempted, in any shape or form, to dictate or become the Morality Department of the publishers of Canada. We have merely put them down paragraph by paragraph in order that they may be considered. While we believe this is a matter which every newspaper must decide for itself, we fully realize that there are general principles upon which all decent newspapers, and we are all decent newspapers, although we may not all have attained the same standard—there are standards upon which all decent newspapers can agree. I, therefore, move that this standardization which we have in our hands, be made the standard of practice of the Canadian Press Association, and be adopted here to-day. In making that motion I want to repeat the statement I have already made, that the Advertising Committee does not seek to become a Morality Department for the Press Association of Canada, and also to say that in drafting these clauses we have attempted to make the platform so broad that every one can come in on it. I move, therefore, the adoption of this standard of practice."

In seconding the motion, V. E. Morrill, *Sherbrooke Record*, said:

I believe this standard which has been submitted to us is one of the most important forward movements that this Association has ever taken, and I also believe that we can congratulate ourselves upon the fact that it has come before us in this Convention at this particular time. I think we all realize that the mere adoption of a resolution of this kind does not necessarily mean that, as newspaper publishers, we will put it into effect. In every particular, but I believe a Resolution of this character will be very considerably strengthened by the fact that this matter came before us at this moment, following an inspired address which we have recently listened to. This standard does not go as far in the way of cleaning out our newspapers as has been pointed to us in that address. We cannot expect to attain the full accomplishment of this purpose at once, but believe this is a most important step in the right direction, and I have great pleasure in seconding the motion.

Win the \$10 Prize Yourself

THERE is real satisfaction and justifiable pride in knowing *your* method of handling copy was considered the most effective; that *your* entry was accepted as the best among all Canadian printers. And why shouldn't it be? The Second Newspaper Advertisement Competition will not be won by equipment alone. It is not a question of who can use the best type faces, rules, borders, etc. Of course these may help considerably. But the competition will really be won by the kind of equipment the boss doesn't buy at the foundry—"grey matter."

You have a pretty good idea of how this copy should look to secure the best results. Then just get started on your first entry *to-day*. The competition has been extended to August 31.

The Copy: Make your Christmas Dinner an enjoyable surprise. How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savorsome roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations. Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table. Harvey & Co., 445 King St. South.

The Rules: Only the wording supplied in the above copy is to be used, although the contestant may arrange the different portions in any way he wishes. The advertisement is to be set 40 ems pica wide by 60 ems pica deep, and only foundry type, rules and ornaments are to be used. Each contestant must submit 100 proofs of each entry, printed in black ink on white newsprint paper, 8½ x 12". Each contestant may submit as many entries as he desires, and must write his name and address on the top sheet of each different entry. All entries must be mailed flat, and received not later than August 31st, 1914. Address entries to the Newspaper Advertisement Competition, "Printer & Publisher," 143 University Ave., Toronto.

The Awards: For the seven best advertisements submitted the following awards will be given: First prize, \$10; second prize, \$5; third prize, \$3, and the remaining four a \$2 subscription to "Printer & Publisher."

The awards will be made about Sept. 15, 1914, and the winning advertisements, together with the names of the winning contestants, will be published in the October, 1914, issue of "Printer & Publisher."

HAPPENINGS OF THE MONTH

Among the Job Offices

July found the printing trade in the Niagara Peninsula counties very quiet.

Moir's, Ltd., Halifax, are installing a Model CC Autopress in their box department.

Dewitt C. Ronalds has been appointed manager of the Toronto sales office of the *Herald Press*, Montreal.

The Richmond Printing Co., Halifax, have purchased a 40-in. National automatic hand and foot clamp cutter.

Ed. Richards, superintendent of the Saskatoon *Saturday Press*, paid a visit to Calgary and Banff the first week of July.

John Dixon has left the Mortimer Co., Ottawa, and taken a position as editor for the Commission of Conservation.

The Western Printing Co., Saskatoon, has a new manager in the person of Mr. Burke, an accountant, formerly with a local firm.

The Star Printing Works and Calgary Bookbinding Co., Ltd., Calgary, announce their removal to larger premises in the *News-Telegram* Building, 229 8th Avenue west.

The Halifax printing business heretofore carried on under the name of John Bowes has been formed into a joint stock company, and will be known as John Bowes Printing Co., Ltd.

College Press, Limited, 357 College St., Toronto, are building a three-storey addition, bringing their premises out to the street line. The cost will be approximately \$15,000.

Frank H. Campbell has sold out his interest in the job printing firm of Campbell & Wade, Welland, to C. H. Vail, formerly of Niagara Falls, and has taken a position with a large printing house in Grand Rapids, Mich.

The 32nd annual picnic of the employees of Lawson and Jones, Ltd., London, was held at Port Stanley on Saturday, June 27. The outing proved the most successful yet held. Baseball game and races galore, with prizes for each event, kept everyone busy.

Capt. B. H. Brown and Capt. F. M. Brown, president and secretary-treasurer respectively of College Press, Ltd., Toronto, who are both in command of companies in the 12th Regiment, "York Rangers," attended the recent camp at Niagara with their regiment.

Saskatoon.—Business is anything but brisk here at present. The oil boom has made several prospectuses necessary, and has resulted in one or two offices being slightly busy for a short time. Collections are fair. Prospects for a good crop are not bright as, at time of writing, many districts are in dire need of rain.

Fifty-four years on the pay-roll of one concern is the record of Theophile Trudelle, who died at his residence, 77 Galt Avenue, Toronto, on July 2. Mr. Trudelle was foreman of the press-room of the Hunter, Rose Company, Ltd., until he retired on a pension two years ago. He began to work with this concern in Quebec in 1860.

A large five-storey building is to be erected at Nos. 176 to 180 John Street, just a little north of Queen street, Toronto, by the F. S. Thomas Co., bookbinders. The cost of the site and building will be about \$100,000, the land having been purchased some time ago for about \$30,000. The dimensions are 30 feet by 110 feet, and it is the intention of the company to occupy a portion of the new building and let the balance.

Two hundred and fifty of the employees of the Mortimer Company, Ottawa, and their friends journeyed by special train to Farm Point on Saturday, June 27, on what proved to be the most successful of the annual outings of the employees of that establishment since the inauguration of the summer picnics four years ago. Fifteen sporting events occupied the balance of the morning, when all repaired to the Summer Cecil Hotel, where an excellent dinner was served. During the afternoon dancing was indulged in.

With the Newspapers

NEWFOUNDLAND.

J. W. Withers, editor of the Newfoundland *Royal Gazette*, has been appointed one of a commission of twelve to manage the civic affairs of the city of St. John's for one year, to June 30, 1915.

John S. Currie, M.H.A., editor of the St. John's *Free Press*, has been visiting his constituents in the district of Burin. He will also do some salmon-fishing on the rivers of the South and West Coasts.

Upon the recent visit to Curling of the Duke of Connaught, Governor-General of Canada, the *Western Star* put out an eight-page special illustrated "Duke of Connaught edition." There was a very heavy demand for copies.

The Trinity *Enterprise* issued a special edition on Saturday, July 18, in honor of the Duke of Connaught's visit to that historic town on the 13th. The issue contained several illustrations and a number of interesting articles from able writers.

John Fox, Newfoundland Rhodes scholar, who has just finished his examinations and taken his degree at Oriel College, Oxford, Eng., where he has been the past two years studying economics, will take up journalistic work, and may locate in St. John's, his native city.

A. L. Barrett, manager of the Curling *Western Star*, has been receiving congratulations for the excellent appearance of the loyal address presented to H.R.H. the Duke of Connaught, Governor-General of Canada, upon his first landing in Newfoundland, which took place at Curling on July 8. The address was executed in a text style on parchment and in colors, and was enclosed in a solid morocco case, upon which was embossed in gold leaf the Arms of Newfoundland.

MARITIME PROVINCES.

L'Evangeline, Moncton, are installing a 7 col., 2 revolution Cottrell Press.

Woodstock *Press* has installed a new Chandler & Price press, a wire stretcher, and other equipment.

Harold Belyea, until recently in the forestry department of the province, has joined the staff of the *Daily Telegraph*.

N. Milton Browne, associate editor, Sydney *Daily Post*, was married on June 24. The honeymoon was spent in Western Newfoundland.

Senator Dennis, of the Halifax *Herald*, who has been ill in Ottawa, with typhoid fever for six weeks has returned home, and is able to be about again.

James J. Anslow, of *Hants Journal*, Windsor, N.S., has retired from active journalism, after a period of continuous work of 58 years, extending from June, 1856. His son, Harold S. Anslow, will take up his father's work.

Walter R. Clarke, who has been publicity agent and corresponding secretary for the board of trade of Fredericton, for some time, has tendered his resignation. He will take a position with the Chestnut Canoe Co.

J. W. Correll, founder of the Victoria County (N.B.) *News*, and who has been connected with several N.B. newspapers, has sold the Stirling (Ont.) *News-Argus*, which he has owned for a few years, to the former proprietor, James Currie and has purchased and is conducting the *Echo*, Granby, Quebec.

For fifty-eight years Robert A. Johnston has been connected with the printing trade of St. John, and when a short time ago he attained his seventieth birthday he was the recipient of hearty and substantial congratulations from many friends. He has a record quite unique in printing circles, and is surprisingly active and cheerful even in his advanced years. He is an Englishman by birth, but came to St. John in 1853. Then as a boy of twelve years, he entered the employ of George E. Fenety, printer, and publisher of the *News*, and later Queen's printer. Here he remained till 1872 when the printing firm of McKillop & Johnston began business on the very site now occupied by the *Evening*

Times in Canterbury street. They were burned out in the great fire of '77, and the lot remained vacant until the *Times* building was erected. In 1878 the *Daily Sun* was started, and McKillop & Johnston were the first printers and managers of that paper. Mr. Johnston remained with the *Sun* until 1910. During the last two years he has been in the employ of C. H. Flewelling, printers, of Prince William street. Mr. Johnston was once known as St. John's "strong man." He could stoop and raise two 65 pound weights above his head, lower them to the level of his shoulders, with arms extended and then raise them up again. He could carry two forms of type, when one form was regarded as a load for two men. His strength in those days was enormous, and he is by no means a back-number yet.

QUEBEC.

Montreal Herald offers a map of the city for a coupon and 15 cents.

Wm. Henry, a well known authority on swimming, is editor of "The Swimming Magazine," a new Montreal publication.

F. N. Southam, of the Southam newspaper enterprises has been visiting Calgary, Vancouver and other Western points, accompanied by his two daughters.

Thursday, July 23 was "Dollar Day" at Sherbrooke. Interest was added by the introduction of "Mr. Bill Dollar," an elusive individual whom the public was challenged to catch. A copy of the Record in the pocket of the successful hunter brought a \$10 reward.

Gilbert W. Chewy, of the editorial staff of the Quebec Daily Telegraph, sailed for England per S. S. Alsation on July 2nd, on a three months' trip. Mr. Chewy will visit his home in England, and at the same time combine business with pleasure, and be watchful of the interests of the Telegraph during his stay in the old land.

ONTARIO.

Stratford Herald has installed a three-magazine linotype.

Baden Star has ceased publication after a career of eight months.

C. A. Arthur has purchased Rainy River Gazette from the Gazette Pub. Co.

Peterborough Daily Review issued an "Industrial Edition" on June 24.

Fred. Urry has resigned the editorship of the Fort William Wage Earner.

St. Catharines Standard ran its annual excursion to the Thousand Islands in July.

Fort William Times-Journal offers its sporting readers a vest pocket score card for 6 coupons and 10 cents.

A meeting will be called shortly to organize the printers and publishers of Haldimand, Lincoln and Welland.

W. Pemberton Page, at one time editor of the Canadian Farmer and Grange Record, died of apoplexy on July 10.

St. Marys Journal has added a new newspaper folder and mailer to its plant and has installed electric power.

Fred W. Field, the editor of Monetary Times, Toronto, returned from a trip to London, England, on July 13.

A proposition is on foot among the members of the newly-formed Board of Trade of Mimico to start a newspaper.

Arthur Wesley, editor of the Walkerton Herald-Times was married in Toronto recently to Miss Hildred, of Underwood.

D. G. Anderson, St. Marys Argus, who recently acquired part ownership of that paper, will continue to act as principal of St. Marys Public Schools.

H. B. Elliott, this month entered his eighteenth year as editor and proprietor of Wingham Times and his 26th year of connection with that paper.

St. Thomas Journal readers are invited to clip one coupon and send it with 68 cents for 200 embroidery patterns, instruction booklet, hoop and supply of silk.

London Advertiser commenced printing on its new Hoe press on July 15th, changing from seven to eight columns and on that date got out a "Special Development Number."

Ottawa Valley Journal has published as a subscription premium "The Universal Atlas of Canada and Complete Veterinary Guide," containing numerous maps and views and a fund of useful information.

A. W. Roebuck, New Liskeard Herald is spending a month's vacation at Toronto and Madison, Wis. He is expected to return about Aug. 1st. E. Bray is acting as managing editor during Mr. Roebuck's absence.

The ninth annual tournament of Toronto Globe Scotch Doubles will be held September 3, 4 and 5. Four players from any or every club in affiliation with the Ontario, Western Ontario and Eastern Bowling Association may compete.

The name of Phil. H. Bowyer, ex-M.P.P., is being prominently mentioned in connection with one of the vacant senatorships. Mr. Bowyer is editor and proprietor of The Ridgeway Dominion. He wields a facile pen and his opinions carry weight.

St. Marys Journal's Two Thousand Mile Trip Contest was a great success. The Journal showed its appreciation of the good work done by the losing candidates, by arranging a special trip for all who did not win the two thousand mile trip.

Brantford Courier issued a special edition of 44 pages in honor of "Old Home Week." An editorial feature was the use of illustrations showing whole blocks of store fronts, the views having been taken at close range with a panoramic camera. A very realistic effect is given.

The Owen Sound Sun's party of ten young ladies, which were winners of the recent contest promoted by that paper, have just returned from a successful trip to New York and the Bermuda Islands. The party was in charge of Howard Fleming, editor of The Sun, and was chaperoned by Mrs. Howard Fleming.

Richard Claude Clarke, assistant treasurer of Toronto World, and an employee of that paper for 21 years, died on June 10, as a result of blood poisoning, following an operation for appendicitis. He was 37 years old, and commenced work with the World at the age of 16. He leaves a wife and one son, a lad of 10 years.

From Vancouver Province, July 13.—F. H. Dobbin, of the Peterboro Daily Review, a Canadian newspaper man of 49 years' experience is a visitor to Vancouver to-day, after having made a leisurely trip across the prairies and mountains. He intends going as far as Prince Rupert before returning to the East.

J. H. Meir, subscription representative for PRINTER AND PUBLISHER and other MacLean trade newspapers, died suddenly on July 19, following an operation at the General Hospital, Toronto. Burial took place at Owen Sound, Mr. Meir's old home, where, for many years he was engaged in newspaper work. He was well liked and highly respected among a wide circle of friends.

At the annual meeting of Toronto Ad Club on July 13 the following officers were elected: President, C. E. Potter; vice-presidents—1st, A. R. Kent; 2nd, D. O. McKinnon; 3rd, R. S. Coryell; secretary-treasurer, F. G. McKay; educational chairman, A. J. Denne; publicity chairman, James Scroggie; entertainment chairman, Murray Ross; membership chairman, Thomas Wibby; house chairman, E. S. Dinnick; vigilance chairman, S. C. De Witte.

On Dominion Day Ottawa Evening Journal entertained over 50 of its newsboys and carrier agents all afternoon and evening. The party, under the supervision of Albert E. Ingram, left the Journal office at 12.45 p.m., by special car to Britannia-on-the-Bay, where an athletic meet was pulled off before a large crowd. Every event was keenly contested. Between events the boys were liberally treated to ice cream and soft drinks. A sumptuous banquet was served in the evening as a climax to a very delightful treat for the boys.

Charles Albert Lapp, for twenty-seven years publisher of Brighton Ensign passed away on Saturday, July 4, at his home in Midale, Sask., to which place he had removed four years ago. Death came after an illness of only six days. Mr. Lapp was born in the county of Northumberland 65 years ago. He first entered the profession of teaching at the age of 18 and graduated from Ottawa Normal School. He became principal of Brighton public school, a position that he filled with marked success for several years. He then acquired The Ensign and continued to be its publisher until four years ago when he turned it over to his son Clarence and left to settle at Midale, Sask. He was twice married, and is survived by his second wife and three sons and five daughters. He was prominent in fraternal circles, municipal activities and church and Sunday school work. He was a man of sane judgment, unassuming manner and with a great capacity for friendship.

MANITOBA.

Manitoba Free Press, Winnipeg, celebrated its 40th birthday as a daily on July 6.

Grandview Exponent offers a dressing case clock as a premium to ladies for two new subscriptions.

The Winnipeg Appeal is an attractively gotten-up and well-printed magazine for colored folk in Winnipeg and the West. C. K. Scales is editor and manager. The first issue appeared about a month ago.

After ten years of newspaper work with the Winnipeg Free Press as city circulation manager, Leonard H. Maycock has entered

the financial field as sales manager with the firm of MacLean & Bonner, real estate and financial brokers, Winnipeg.

Editor Rowe, of the *Manitoba Canadian*, attended the C.P.A. Convention at Toronto. While in the East he will also consult specialists concerning his ill health.

The *Globe*, of Boissevain, has ceased to exist. The editor says: "The jig is up. The final proof has been read. With this issue the *Globe* ceases to exist except as a memory. The *Globe* has done its duty the past 25 years. No favors were ever granted, and no bouquets will be thrown. It was not supported by the business houses, and was obliged to quit. They can never induce another. The plant has been sold and shipped." In future Boissevain will have only one paper, the *Recorder*.

SASKATCHEWAN.

Moose Jaw Times is conducting a baby contest.

A. R. Babington has purchased a newspaper at Melfort.

Wm. Screamin, Halbrite, has sold out to C. F. Stewart.

Saskatoon Phoenix is conducting a "Shower of Gold" Baby Contest.

Saskatoon Phoenix are busily engaged in the production of a special magazine number of a high-class nature, to appear Fair week, August 4.

ALBERTA.

Mrs. V. C. French, wife of the editor of *Wetaskiwin Times*, died on July 12, after an illness of four weeks, resulting from an attack of pneumonia.

Calgary Herald offers its readers "The Wollopor Family: a most delightful nursery story and picture book," in exchange for a coupon, plus 15 cents.

BRITISH COLUMBIA.

Harry P. Hodges has purchased Kamloops *Inland Sentinel*, and will in future edit and manage the paper.

The *Columbia Valley Times*, which was being published at Athelmer, has suspended publication.

Vancouver World entertained 300 newsboys who deliver and sell that paper by giving them free tickets to see "The Battle of Waterloo" in moving pictures.

John P. McConnell has resigned the editorship of Vancouver *Sun*. It is said a misunderstanding arose over the editorial policy of the paper, and legal action will follow.

George Hartford, after seventeen years' experience in newspaper work in Chicago, has gone to British Columbia, and will publish newspapers at Willow River and Stuart River, two new towns on the G.T.P.

The British Columbia members of the Alberta and Eastern British Columbia Division of Canadian Press Association have now in hand preparations for the Annual Convention, which will be held at Vernon, September 2-3-4.

C. J. Garland and his staff, familiarly known throughout Canada and the United States to newspaper men as "Daddy and his Boys," visited Nelson, and arranged for a big advertising feature to be displayed in the columns of the *Daily News*.

C. F. Hayes, who has bought control of the *Creston Review*, will take charge of the business on August 1. Mr. Hayes, who hales from Ontario, was for some years manager of the *Edmonton Bulletin*, and in 1912-13 was secretary of the Alberta and Eastern B. C. Association.



Imperial Press Conference Committee Discuss Plans

A MEETING of the committee in charge of the arrangements for the Imperial Press Conference was held at the King Edward Hotel, Toronto, on Saturday morning July 11. The following were present: Sir John S. Willison, *Toronto News*, Chairman; E. W. McCready, *St. John Telegraph*; M. E. Nichols, *Montreal Mail*; Frank Carrel, *Quebec Telegraph*; E. H. Macklin, *Winnipeg Free Press*; W. M. O'Beirne, *Stratford Beacon*; W. E. Smallfield, *Renfrew Mercury*; W. F. Kerr, *Regina Leader*; Geo. H. Ham, of the Grand Trunk; H. R. Charlton of the C. P. R. and John M. Imrie, Canadian Press Association.

The number of delegates to be invited from Great Britain and each of the Dominions was discussed and it was finally decided to limit the total number to 75 and to leave the allocation from each section of the Empire until later date. It is probable, however, that about 40 delegates will be invited from Great Britain and the

remaining 30 or 35 invitations will be distributed among the various Dominions.

The cost of a 30 day tour of Canada for a party of 100 has been estimated at between \$30,000 and \$35,000. It is the intention of the Committee, however, to extend an invitation to delegates on the basis of paying all transportation expenses from the country of their residence to Canada and return. This, it is expected, will bring the total cost up to \$70,000 or \$75,000, but no detailed estimate has yet been made. The Dominion Government has already promised to contribute \$25,000 and it is expected that all the provinces will participate in the conference by contributing liberal amounts.

The conference itself will be held at Ottawa and will probably extend over three days. P. D. Ross of *Ottawa Journal* was appointed chairman of a programme committee to be selected by himself, to prepare a suitable programme and to arrange details in connection with the conference at Ottawa. The conference will be open to all Canadian journalists, this having been passed unanimously by the meeting in the following resolution: "That any Canadian journalist will be free to attend the conference and if any vote arises the distribution of voting powers be settled by the conference itself."

It is proposed to have the Prime Minister, the Leader of the Opposition and Earl Grey or one or two other distinguished British statesmen actively participate in the Conference.

John M. Imrie was appointed secretary-treasurer and Geo. H. Ham of the Grand Trunk will work with him in making the necessary transportation arrangements.

The following were appointed a finance committee: Sir John Willison, *Toronto News*; J. H. H. Matson, *Victoria Colonist*; W. A. Buchanan, M.P., *Lethbridge Herald*; W. F. Kerr, *Regina Leader*; J. W. Dafeo, *Winnipeg Free Press*, Frank Carrell, *Quebec Telegraph*; H. D'Hellencourt, *Le Soleil*, Quebec; H. V. McKinnon, *St. John Standard*; G. Fred Pearson, *Halifax Chronicle*.

The following are an executive committee to arrange details: Sir John Willison, Sir Hugh Graham, *Montreal Star*; J. F. MacKay, *Toronto Globe*, J. E. Atkinson, *Toronto Star*, (Treasurer) John A. Cooper, *Canadian Courier*, Toronto; Geo. H. Ham, of the Grand Trunk; P. D. Ross, *Ottawa Journal* and W. M. O'Beirne, *Stratford Beacon*.

Five names have been added to the General Committee as follows: W. G. Foster, *Nelson News*; M. R. Jennings, *Edmonton Journal*; W. A. Buchanan, M.P., *Lethbridge Herald*, John A. Cooper, *Canadian Courier*, Toronto; and Hon. Geo. P. Graham, *Montreal Herald*.



Record of Advertising in Daily Papers

THIS month's records show a considerable drop in the volume of business carried during June. *Montreal Star*, which may be presumed to be a fair barometer in the big daily field, carried 174,000 less lines than in May. Other papers suffered accordingly. The oil boom is still favorably affecting business in Western papers, especially those published in Calgary, where the *Herald*, owing to the big drop in the Eastern papers' volume, is now in second place for all Canada. An error was made last month in stating that *Montreal La Presse* was in second place, whereas credit for this position was due the *Winnipeg Free Press*, it having some 18,000 lines more than *La Presse*.

RECORD FOR JUNE, 1914.

| | Display. | Classified. | Total. |
|----------------------------|----------|-------------|-----------|
| St. John Standard..... | | | 249,536 |
| St. John Telegraph..... | 251,025 | 16,800 | 267,825 |
| St. John Times-Star..... | 257,325 | 46,500 | 303,825 |
| Halifax Herald..... | 288,288 | | |
| Halifax Mail..... | 367,318 | | |
| Montreal Star..... | 750,350 | 250,220 | 1,000,570 |
| Montreal La Presse..... | 659,912 | 184,800 | 844,712 |
| Montreal Gazette..... | | | 445,116 |
| Montreal Mail..... | | | 202,070 |
| Montreal Le Canada..... | | | 88,254 |
| Ottawa Journal..... | | | 490,560 |
| Toronto Telegram..... | 510,300 | 350,140 | 860,440 |
| Toronto Star..... | 533,960 | 111,440 | 645,400 |
| Toronto News..... | 356,160 | 30,380 | 386,540 |
| Toronto Globe..... | 346,800 | 127,350 | 474,150 |
| Toronto Mail and Empire... | 329,000 | 94,080 | 423,080 |
| Toronto World..... | 293,300 | 31,080 | 324,380 |
| Winnipeg Free Press..... | 529,361 | 313,476 | 843,037 |
| Winnipeg Tribune..... | 433,417 | 34,856* | |
| Regina Province..... | 266,070 | 49,970 | 316,040 |
| Calgary Herald..... | 712,008 | 166,759 | 878,767 |
| Calgary News-Telegram..... | 542,107 | 129,139 | 674,246 |
| Calgary Albertan..... | 597,896 | 62,769 | 660,665 |

*Count lines.

NEWS OF PRINTERS' ORGANIZATIONS

LIST OF PRINTERS' ORGANIZATIONS IN CANADA.

Graphic Arts' Section of Canadian Manufacturers' Association, 1004 Bankers Bank Building, Toronto, Douglas Murray, Chairman.
 Montreal Printers' Board of Trade, Chas. H. Tice, Sec.-Mgr.
 The Master Printers' Assn. of Montreal, W. Cayford, Sec. Treas.
 Association Canadienne des Imprimeurs, Montreal.
 Graphic Arts Board of Trade of Toronto, Daniel Baker, Manager.
 Master Printers' & Bookbinders' Assn. of Toronto, H. McBride, Sec.
 Hamilton Master Printers' Guild, A. G. Moore, Secretary.
 Winnipeg Printers' Board of Trade, Alvin S. Dunbar, Secretary.
 Regina Printers' Board of Trade.
 Saskatoon Master Printers' Assn., W. J. Young, Secretary-Manager.
 Southern Alberta Printers' Board of Trade, E. Hagell Lethbridge, Secretary.
 Calgary Master Printers' Association, W. Van Hinkle, Secretary.
 Edmonton Master Printers' Association, R. S. Van Pelt, Manager.
 Vancouver Printers' Board of Trade, Terence J. Corley, Manager.
 Vancouver Branch United Typothetae and Franklin Clubs of America, R. G. Dingle, Sec.-Treas.
 Victoria Branch United Typothetae and Franklin Clubs of America, J. E. Hildebrand, Manager and Estimator.



LIST OF OFFICERS AND COMMITTEES OF NEW PRINTERS' ORGANIZATION.

LAST MONTH we published a report of the organization meeting of the Graphic Arts Section of Canadian Manufacturers' Association, and as some unfortunate errors occurred in printing the list of officers and committees they are given again herewith. Printers are invited to write to the Chairman of the Section, or to the Chairman or members of the membership committee for particulars regarding membership.

The following officers were elected for the ensuing year:—
 Chairman, Douglas Murray, Murray Printing Co., Toronto; Vice-Chairman, W. A. Desbarats, Desbarats Printing Co., Montreal.

Committee on Cost Systems and Estimating:—Chairman, A. L. Lewis, Southam Press, Toronto; Geo. Allan, Reid Press, Hamilton; E. J. Hathaway, Warwick Bros. & Rutter, Toronto; Clarence James, Lyon and James, Toronto; James J. Hurley, Hurley Printing Co., Brantford.

Committee on Trade Matters:—Chairman, C. P. Cummings, R. G. McLean, Toronto; H. L. Rous, Rous & Mann, Toronto; Atwell Fleming, Atwell Fleming Printing Co., Toronto; Fred Searle, Brown-Searle Printing Co., Toronto.

Committee on Technical Schools:—Chairman, Chas. S. J. Phillips, Morton-Phillips Co., Montreal; Travis A. Tod, Federated Press, Limited, Montreal; Frank Carrol, Telegraph Printing Co., Quebec; Mr. Mortimer, Mortimer Printing Co., Ottawa.

Convention Committee:—Chairman, Geo. H. Sauls, Sauls & Pollard, Winnipeg; T. J. Moore, T. J. Moore & Son, Quebec; L. J. Tarte, La Patrie Pub. Co., Montreal; Frank Rolph, Rolph & Clark, Limited, Toronto.

Membership Committee:—Chairman, Gain E. D. Corneil, C. R. Corneil, Limited, Montreal; Joseph Mercier, Quebec; E. D. Lowe, Lowe-Martin Co., Ottawa; William McLellan, Winnipeg.

The Executive Committee consists of the Chairman, Vice-Chairman and the Chairmen of the standing committees, and in addition, four other members as follows: John Burgoyne, Royal Print & Litho, Halifax; H. H. Hull, Edmonton Ptg. & Pub. Co., Edmonton; F. M. Kimbark, Business Systems, Toronto; Geo. M. Rose, Hunter-Rose Co., Toronto.

JOINT PICNIC OF WINNIPEG EMPLOYERS AND EMPLOYEES IMMENSE SUCCESS.

ON JUNE 23 all the printers, publishers, lithographers, engravers, bookbinders, type foundries, ink manufacturers, wholesale paper dealers, wholesale stationers, retail stationers, paper box manufacturers, and envelope manufacturers closed their plants and offices, and with their employees took a holiday and went to Winnipeg Beach for a picnic.

An ideal day contributed to the success of the affair, and a train of fourteen coaches took the thirteen hundred merry-makers to the picnic grounds. Leaving the depot at 9.30 sharp, the train arrived at Winnipeg Beach at 11 a.m., where the Refreshment Committee had already been at work for some time. The refreshment tent was up, and in charge of a competent man, who passed out to the men, women and children all the lemonade, oranges, bananas, peanuts, candy and ice cream that they could eat. These refreshments were absolutely free to all members of the party, a badge was all that was necessary to obtain them.

A baseball game between the Pressmen and Compositors was scheduled as the only event for the forenoon, and was pulled off immediately after the arrival of the train, the Compositors winning 7 to 2. The prize for this was a fountain pen to each member of the winning team.

After the baseball game everyone collected their own party and had their lunch, and at two o'clock the races started. There were races for all ages, from the littlest tots to the oldest member of the craft. And all sorts and varieties of races, too—three-legged, wheelbarrow, fat men's, egg and spoon, blindfold, ladies' nail-driving, ladies' relay, mens' relay, potato, race for committee, several swimming races; also water polo match, millinery contest, and numerous other events. The program was immensely enjoyed by all, and great credit was given the Sports Committee and others in charge of arrangements.

At 7 p.m. the prizes, which were appropriately selected and very desirable, were presented to the winners in front of the dancing pavilion, and at 8.15 p.m. the long train pulled out for home with a happy and well-satisfied crowd.

The unqualified success of this first attempt at making a Printer's Holiday and closing all the shops for a Joint Picnic has made it an assured thing that it will be an annual affair, and the committee deserve a great deal of credit for the enjoyable time had by all those there.

The slogan for this picnic is "Twenty-five hundred in nineteen-fifteen!"

SECOND ANNUAL PICNIC AT EDMONTON.

THE SECOND annual picnic of the Edmonton Master Printers was held on Saturday, July 11, at Military Point, Cooking Lake, and was certainly a huge success. The party, numbering 150, left at nine o'clock in the morning in a special car. Arriving at the Lake, Mr. Hull transferred the party in the *Daisy Girl* to Military Point, where the genial manager, R. S. Van Pelt, had prepared a dinner fit for the gods. A feature of this dinner was a barbecued ox, which had been on the fire since early morning, and if the hearty way it was attacked by the picnickers is any indication, the ox was cooked to a turn.



It may be difficult to recognize one's friends but this gives some idea of the crowd at the Winnipeg Printers' Picnic. The reproduction is made from a photo 52 x 6 inches.

The results of the afternoon sports events were as follows:

Men's swimming race—First, H. H. Hall (Edmonton Ptg. & Pub. Co.); second, Wm. Crabb (H. W. Laird Co.).

Running, 50 yards (ladies)—First, Lottie Johnston (Douglas Co.); second, Frances Hogarth (H. W. Laird Co.).

Running, 100 yards (men)—First, Wm. Crabb (H. W. Laird Co.); second, A. Neil (The Glasgow Press).

Three-legged race (men)—First, F. S. Stowe (McKenzie Stowe Press) and S. M. Smith (John Martin Paper Co.); second, Wm. Crabb and W. Jeffery (H. W. Laird Co.).

Fat men's race—First, Mr. Casley (Edmonton Ptg. and Pub. Co., Ltd.); second, F. G. McDermid (McDermid Engraving).

Obstacle race (men)—First, Wm. Atherton (Edmonton Ptg. & Pub. Co.); second, R. Calvert (Edmonton Ptg. & Pub. Co.).

Estimating race, 100 yards and back. The feature of this race was that the contestants ran 100 yards to a point supposed to be the secretary's office, where they secured copies of printing job, and each sat down to figure out the price and then raced back with his figures to the place of beginning which, of course, was supposed to be the customer. Mr. Van Hinkle, the manager of the Calgary Master Printers' Association, acted as judge of this race, as points for accuracy in estimating were counted as well as running the time. The slight variation in the prices spoke wonders for the Estimating Classes that Mr. Van Pelt has been holding. First, M. Esdale; second, Mrs. Van Pelt.

Wm. Crabb, of the H. W. Laird Company, proved to be the greatest winner, and consequently the John Martin Cup for general proficiency will be held by the H. W. Laird Company until 1915, when it will be tried for again.

Many took advantage of the water and spent their time boating and swimming. Supper was served at six o'clock, and during the supper hour Mr. Hennehan, of John Martin Paper Co., and Ben A. Huckell, of Toronto Type Foundry Company, presented the prizes. At seven o'clock a tired but jolly party left for the city, well pleased with their day's outing.

TORONTO BOARD BUSY IN HOT WEATHER.

THE PLATEN Press Section is now being fully formed, and held its fifth meeting on July 9, with a good attendance, considering the hot weather.

There was an active discussion on the cost of producing letter-heads, which brought out some very good ideas, and showed that the printers generally knew about the time the job took, but because of the absence of cost systems in their plants, some did not realize the value of that time. On one ordinary letter-head shown there was less than 10% variation between the highest and lowest estimate for the time required to produce it, but considerable difference in the ideas of the value of that time.

On Tuesday, August 4, a special class to study the cost system as applied to small plants will be opened in the Board rooms, meeting every Tuesday afternoon during August and September.

Plans are being made for a general Estimating Class in the early fall, and it is expected that we will have a large one.

This being the vacation season, there is naturally less activity in business, but there seems to be a general feeling that better times are coming, and that right soon.

—DANIEL BAKER.

EXTENSIVE PREPARATIONS FOR NEW YORK CONVENTION.

AN UNUSUALLY instructive program of business papers and plans for entertainment and sight-seeing are being prepared to greet the printers at the 1914 Cost Congress and 28th Annual Convention of the United Typothetie and Franklin Clubs of America to be held in New York, October 6, 7 and 8, 1914.

All printers are welcome at the Convention and Cost Congress whether affiliated with the organization or not. There could hardly be a better time to see New York than October 6, 7 and 8, and it is estimated 2,000 visiting plant owners will be in the city at that time.

While the sights of New York make the trip well worth while the arrangements provide that they can be seen by the printer-visitor without his missing any session of the Convention and Congress, the program for which contains papers and addresses on most important and pertinent trade matters which should not be missed.

Visiting printers from Canada will be especially welcome and the Convention Committee, whose address is 147 Fourth Ave., New York City, will do all in their power to make their stay in New York both pleasant and profitable, and assist in making satisfactory arrangements for transportation and accommodation.

ACTIVITIES OF THE VANCOUVER BOARD.

VANCOUVER, July 15.—Our regular monthly dinner and meeting for June took place on June 18. This being the day after the Congress at Victoria, we were fortunate in having as guests a number of the delegates from the South. Mr. Matuskiwiz, the Los Angeles Secretary; Lou Osborne, of the *Pacific Printer*; F. W. Kennedy, and many others from Seattle, San Francisco, Los Angeles and other cities were present, and gave short addresses. There were sixty in all, including eight representatives from offices not in our organization. Invitations were sent to every printer in the city, and the event was a great success.

We have received three new members into the board in the past month. McRae Bros., of Prince Rupert, have withdrawn, that city having formed an organization of its own. We are glad to note this sign of progress, and wish them every success.

There has been a slightly increased demand for printed matter in the past month, but mostly on account of the Calgary oil boom, and it cannot be looked upon as permanent in any way. Our members are becoming very careful in the matter of extending credit, not only to new customers, but old as well.

A. B. Stovel, of Winnipeg, visited this city last week, and addressed a number of the printers at the Board room on Monday. It was a real pleasure to see Mr. Stovel again. Many of the members present were old friends of his, especially Harry Cowan, who was the first to start a printers' organization in Winnipeg, about eighteen years ago.

Our Annual Picnic takes place on the 18th inst., to Bowen Island.

—TERENCE J. CORLEY.

BRANCH OF U. T. A. AT VANCOUVER.

A BRANCH of the United Typothetie of America was organized in Vancouver on June 28, the local printers being assisted by Mr. Thomas, traveling representative of the U.T.A. The following were elected officers:—President, F. Jackson; Vice-President, R. G. Dingle; Secretary-Treasurer, F. Ruddick; Executive, J. Burnett, A. Insley, R. Sangster.



Calendars at the Ad Clubs Convention

The possibilities of the calendar in business as well as private life was admirably presented by the unique display of art calendars at the recent Ad. Clubs' Convention in Toronto. Here were exhibited calendars suitable for many purposes, whose unusually pleasing character, design and make-up lifted them above the level of mere utility to that of beauty and adornment.



Just Test These Inks at Our Expense

a half-pound tin of either Surprise
or Wonder Black—our gift to you

SO that you may know the good qualities of Surprise and Wonder Black, so that you may test them out by the severest methods or on any of your regular work, so that you may know how easy it is to secure full, dense color at high speed without the possibility of off-setting, we will send to any printer or pressman in Canada one of our regular half-pound tins of either Surprise or Wonder Black.

There is nothing out of the ordinary in this offer. We simply want you to see for yourself the beautiful and economical results these inks will secure for you on your everyday work. These half-pound "satisfaction" tins come from our regular production and are the same in every respect with our daily output.

Surprise Black is specially suited to mail order catalogues, booklets, job work, or in fact any class of work suited to S.C. paper.

Wonder Black is a fine quality ink at a moderate price, specially adapted to the highest grade catalogue, booklet or commercial work. For the job you are particularly anxious to turn out

in perfect shape, Wonder Black comes to back up your efforts with complete success.

One important time-saving feature of these inks is that they do not require slip-sheeting even on the heaviest work. You can run your presses at what speed you wish and print, turn, print and bind all in an eight-hour day.

Send for your half-pound tin of either of these inks *to-day*. Your request will put you under no obligation whatever, except the obligation to yourself and your customer when you find these inks all we claim them to be. Write for your tin of ink **NOW**—while you think of it,

The Ault & Wiborg Co. of Canada, Limited
Toronto Montreal Winnipeg

TRADE NOTES

CLEANING ROLLERS AUTOMATICALLY.

GEO. SAGUE of New York is the manufacturer of a useful device for cleaning rollers automatically, which he calls the Climax Roller Washer. This machine overcomes the necessity of hand-cleaning, doing the work more rapidly, thoroughly and economically than by the old method.

The use of rags is not necessary, while the solvent, preferably kerosene, can be used repeatedly, thereby decreasing the expense attached to the work. Rollers with ink of different colors can be cleaned in the same solvent, the work being done so thoroughly that the loss of time in changing colors on a press is considerably lessened. In addition, when the rollers become heated they can be rapidly cooled by being held for a few minutes in the washing compartment.

STEEL EQUIPMENT FOR NEWSPAPERS AND PUBLISHERS.

MODERN journalism, with its ever-increasing speed, is gradually consigning the make-up truck and old-fashioned stone of our fathers to the proverbial hell-box. These old-style articles are now almost as antiquated as the hand-press of Gutenberg. Speed is the thing in journalism to-day, and composing room equipment is now designed to suit the individual needs of publishers, as the requirements of no two newspapers are identical. Almost a decade ago some of the more progressive newspapermen of this continent awoke to the possibilities of steel equipment, but with a few exceptions its adoption was impossible on account of excessive cost—such cost being occasioned by the "built-to-order" plan of providing "special" tables for each publication.

The day of specially-designed composing room furniture has passed, and passing with it is the excessive cost. The interchangeable unit system of steel composing room furniture as designed by the Hamilton Manufacturing Co., Three Rivers, Wis., enables the publisher to quickly erect just the equipment he requires, both in nature and size, to suit his special needs. The units are so varied in scope and character that furniture can be quickly constructed to suit the most peculiar requirements. Each unit is interchangeable, and should individual requirements change from time to time, units can be changed and new ones added at minimum expense. The unit system marks quite a long stride forward in the movement for composing room efficiency.



The German Exhibits at the Ad Clubs Convention were distinguished by a distinctly "different" character not only in the novel use of color but in design and arrangement as well.

WHAT'S WHAT IN CANADIAN ADVERTISING.

PROBABLY the most copious collection of detailed information in reference to Canadian advertising ever brought together is that contained in Lydiatt's Pocket Guide to "What's What in Canadian Advertising." According to W. A. Lydiatt, the publisher, the book was compiled and published in the belief that there were thousands of business men in the United States, Great Britain and Europe, as well as in Canada, who are interested in Canada as the fastest growing market of the immediate future, and who therefore want all the facts and figures that really show what is what in Canada. "What's What in Canada" is virtually a book of answers to practically every question a business man can ask about Canada and Canadian advertising. To the advertiser who is using, or contemplates using Canadian mediums, the information this book contains should prove of great convenience and constant value.

One of the important features of the book is the list of daily and weekly newspapers, magazines and trade, technical and class publications it contains. The different publications are conveniently classified, and there is the additional and valuable information of their circulation, frequency of publication, average number of pages, size of page, the proper half-tone screen, date of publication, date of closing forms, and the advertising rate per page per insertion on yearly contract or per inch single insertion or on yearly contract.

The section on poster advertising in Canada contains some very valuable information, gives a list of the bill posting companies in the cities and important towns of Canada together with the number of locations in each town and a comparative list of rates.

The Street Car advertising section contains a table of the street car lines in Canada carrying advertising cards, shows the number of passengers carried annually according to latest Government reports, the number of passenger cars regularly in operation, and the cost of six and twelve months' campaign, based on usual rates.

The department on Engraving gives the standard charges for engravings, in half-tone and zinc, illustrates a group of the Ben Day tints most commonly used and examples of various half-tone screens.

The department on Type Technics is a most useful one, taking up as it does the important phase of type and type sizes, proof readers' marks, use of color, various papers, their sizes and finishes, approximate number of words to the line and to the square inch, and includes a list of the supply house where the well-known brands of cover paper can be secured.

In addition to the division on "What's What" there is also a section on "Who's Who" in Canadian advertising, or in other words a list of the general advertisers in Canada and advertisers in United States and Great Britain using Canadian mediums. In this list are stated the articles advertised, mediums used, person directing advertising and the agency through which their contracts are placed. In addition there is also a list of advertising agents in Canada and agents in United States and Great Britain placing advertising in Canadian publications.

The section on the rates of postage, custom tariff and commercial law and regulations are also important features of the book.

The book contains over 400 pages printed in brown ink on bond paper and is bound in full, black morocco leather, gold stamped.

Standards of Practice for Printers

(Adopted at the Toronto Convention)

PROBABLY the greatest convention ever held, in respect to what it accomplished, was that of the Associated Advertising Clubs of the World in Toronto, June 21-25. Of the five thousand who attended fully nine-tenths were directly interested in printing or printed advertising.

The printing division, or "Department of Graphic Arts," adopted the following "Standards of Practice" which we highly endorse:

1. To give full value for every dollar received.

2. To charge fair prices, viz.—known cost plus a reasonable profit.

3. To subscribe to and work for truth and honesty in business; to avoid substitution, broken promises, unbusinesslike methods.

4. To co-operate in establishing and maintaining approved business ethics.

5. To be original producers and creators, not copyists.

6. To be promotive, looking to the needs of the customer, analyzing his requirements and, *devising new and effective means for promoting and extending his business.*

7. *To place emphasis upon quality rather than price; service to the customer being the first consideration.*

8. To merit the support of buyers of their product by living up to the spirit as well as the letter of these standards.

9. To develop, by co-operation with other departments of the Associated Advertising Clubs, an ever strengthening bond of union to the end that the service rendered to advertising by the Graphic Arts may achieve its highest efficiency.

10. To aid in securing just and harmonious relations between employer and employed by establishing honorable conditions of employment.

Printers who use the Monotype obtain quality as a by-product—machine composition equal to the best hand composition—and give a standard of service to the customer that creates and extends business.

Lanston Monotype Machine Company
Philadelphia

New York
World Building

Boston
Wentworth Building

Toronto
Lumsden Building

Chicago
Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

The Character—

Of a product is invariably measured by the quality and appearance of the illustration.

A poor illustration depreciates its value in the reader's mind, while a good one enhances it considerably.

There is more real selling power in an illustration that truthfully represents the character of the goods than in pages of colored description.

Surely your first obligation to your customer is to secure the illustrations that best represent his goods.

Just write us for any information you desire as to the best method of reproducing any article or product.

Reliance Engraving Co.
Sixty Four Temperance St.,
Toronto.

NEW SUBSCRIPTION PROPOSITION.

A PREMIUM subscription proposition of an unusual type is announced by William Briggs, Publisher, Toronto, in another column. The reputation of this, one of the oldest publishing houses in Canada, should make their suggestion worth while looking into. It is a proposition that does not entail cutting the subscription price, but, on the other hand, will permit of securing an additional profit if desired.



COMBINATION ENVELOPES AND LETTERHEADS.

AN interesting feature of the exhibit of the Western States Envelope Co., of Milwaukee, at the Advertising Convention in Toronto was the showing of layouts for printed stationery orders combining envelopes and letterheads to be printed at the same time, the sheet containing an outline marking the die of the envelope and the idea being to print the envelopes before making up.



TRIPLETS ADDED TO THE CASLON FAMILY.

KEYSTONE Type Foundry, Philadelphia, Pa., have recently announced the addition of three new faces to their family of Caslons. Their names are Caslon Adbold, Caslon Adbold Extended and Caslon Adbold Extra Condensed. The name they bear—Adbold—is suggestive of the work they were specially designed to perform. The Keystone people are very proud of the triplets and claim that what the middle one cannot do, either its fat or lean brother can perform with such ease that the reader of advertisements will not stop to consider which one is really carrying the message.

In order to add a touch of color and novelty, two series of initials have been specially designed to combine with this type, together with some new decorative cuts, headbands, tailpieces and florets that harmonize with the type and tend to brighten up the work on which it is used. The three new additions to the Caslon family, together with the new initials and decorators, are illustrated in a very admirably printed booklet, 9x12 inches, issued by the Philadelphia office.

WASTE PAPER

You can get the
BEST Price and
quickest service
from

E. PULLAN

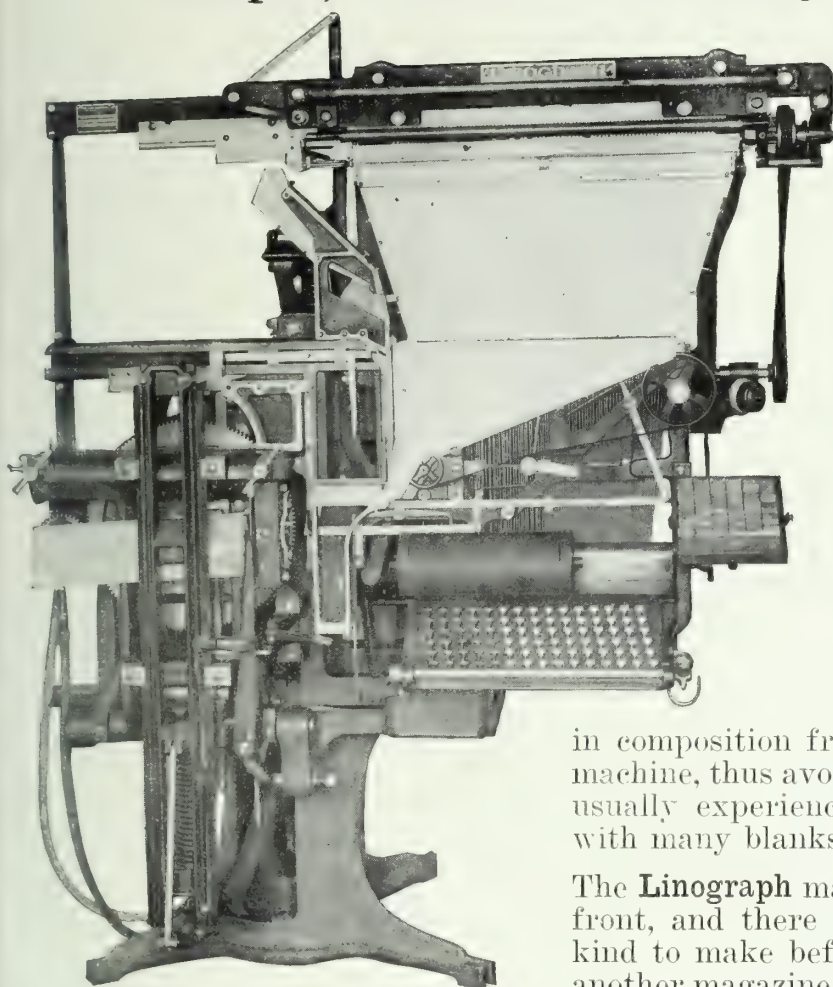
490 Adelaide St. West, Toronto

Phone Adel. 760

The LINOGRAPH

PRICE \$1800.00

Simple, efficient and easy to operate



The **Linograph** is a line-casting machine, and is equipped with two-letter matrices and a universal mold. The range is from five to fourteen point, and lines up to thirty ems long may be composed.

The **Linograph** alignment of bold face or italics will always be found as good as the Roman faces, because the alignment is secured from the upper matrix ears where very little wear occurs to damage the alignment surfaces.

The **Linograph** produces a quad line .025 of one inch lower than is found

in composition from any other line-casting machine, thus avoiding much of the annoyance usually experienced in printing composition with many blanks or run-over lines.

The **Linograph** magazine is removed from the front, and there are no adjustments of any kind to make before it can be taken off and another magazine put on. The whole operation

can be performed in about ten seconds by an inexperienced person.

The **Linograph** distributor is placed directly in front of the operator, and should a stop occur, it can be corrected with so little loss of time that it is scarcely noticeable. The saving effected in this way is considerable.

The **Linograph** is guaranteed to produce as much and as good composition as any standard line-casting machine on the market.

The **Linograph** is guaranteed to be of good mechanical construction, and any parts found defective, will be replaced free of charge, at any and all times.

The **Linograph** does not in any way infringe on any other line-casting machine patents now in force. Should infringement suits arise, the purchaser will be protected in every way. **Price \$1,800—Sold on Easy Terms.**

Write for further information and names of users

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S. A.

The Printer as a Manufacturer Should Look Well to Production Cost

There is no economy possible when you compel your compositors to be Yankee Whittlers, your stonemen experts in driving the Dutchman home, and your pressmen Scotland Yard graduates in ferreting out the hieroglyphics sent in from the composing room.

These men kick on the lost time of these make-shift methods, and YOU pay the freight, and will continue to pay it until you install a Miller Saw-Trimmed equipment.

The Miller will standardize every piece of material used in your composing room. Reduce cuts to exact points and plane them type high at the rate of one a minute. It will accomplish anything in the field of routing, jig sawing, inside or outside mortising, reduce linotype slugs to labor-saving spacing material, make 32 low-slugs per minute and 101 other operations that will save dollar after dollar—every operation being controlled by micrometer gauges.

MILLER SAW-TRIMMER COMPANY, Pittsburgh, Pa.

501 Fisher Building, CHICAGO, ILL.

1125 World Building, NEW YORK, N.Y.

Every reader of "Printer & Publisher" should have as a daily reference a copy of

L. L. POATES & COMPANY'S COMPLETE ATLAS OF THE WORLD—Accurate—Concise—Reliable

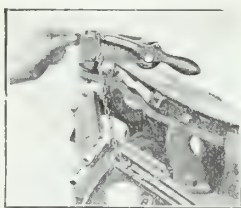
Size of Atlas 7 inches by 10 inches, will fit your book shelves; can be pigeon-holed in your desk or carried in your overcoat pocket. It has 193 pages of maps, each with up-to-the-minute corrections and additions.

Each map occupies two pages, is printed in five and six colors. There are SIXTEEN (16) MAPS showing Canada and each of the Provinces of the Dominion, maps of the United States, Possessions, Panama Canal and every other country in the World. An invaluable aid for the library

of well-read men and women. Thirty years of experience in map engraving—in thorough devotion to the developments of this line—show in our work. \$1.50 in cloth, and \$2.00 in leather, carriage paid to any point in the World.

Bible Atlas by Townsend MacCorm, A.M., with 120 pages of maps. \$1.00; Bible Atlas with maps and 120 pages of text matter. \$1.50; carriage paid. DISCOUNTS TO BOOK TRADE. Agents wanted.

L. L. POATES PUBLISHING COMPANY, 22 North William Street, NEW YORK, N.Y.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase

press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work.

For Chandler & Price, Challenge, and Gordon Presses

Get a descriptive circular from your dealer.

THE WAGNER MFG. CO., Scranton, Pa.

We also have attachments for Favorite, Peerless, Damon & Peets, Jones, Brass Arm and Geo. P. Gordon Presse

The Largest Order Ever Placed

for single-color Two-Revolution Presses is now going through our works for The Carey Printing Company, New York City. It amounted to close to \$100,000 and among other machines included

27 Premiers

There must be a reason. If interested, we will be glad to explain.

MANTON BROS., Toronto

Canadian Agents for The Whitlock Printing Press Mfg. Co.

We carry on hand a full line of new and second-hand Printers' Machinery, Rollers, Inks, Electrical and Other Supplies.

TAKE STEPS AT ONCE TO
TRAVEL WITH SOME
DELEGATION TO THE

Great International Printers' Gathering

AN unusually instructive programme of business papers, and plans for entertainment and sight-seeing never before excelled, have been arranged for the 1914 Cost Congress and 28th Convention of the United Typothetae and Franklin Clubs of America, to be held in New York, October 6, 7 and 8.



COPYRIGHT BY UNDERWOOD & NEKA

THE 55-STORY WOOLWORTH BUILDING, NEW YORK



THE TOWERING MUNICIPAL BUILDING, NEW YORK

ALL printers are welcome to this Convention and Cost Congress whether they are affiliated with the U. T. A. & F. C. A. or not. There will be no registration fee; the visitors will be guests so far as entertainment is concerned of the printers of New York, who, also, have joined, regardless of affiliation, as hosts to the printer-visitors to the great city. Arrangements have been made for visitors to see all the sights of New York.

It is expected this will be the greatest gathering of printers ever held in America. Already plans are being made in several cities for large delegations. You are entitled to this trip and your business needs the new points of view you will receive by attendance at the sessions.

Write at once for information as to the best and most economical route for you.

ADDRESS FOR ALL INFORMATION

**General Committee, 147 Fourth Ave.
New York City**

MILLER AND RICHARD

7 JORDAN STREET, TORONTO

PHONE MAIN 666

WE SELL

Miller & Richard Extra-Hard Scotch Type
 The Intertype Composing Machine
 Duplex Metropolitan and Tubular Plate Presses
 Duplex Flat Bed Perfecting Presses
 Barnhardt Bros. & Spindler Superior Copper-Mixed Type
 and Printers' Specialties
 Optimus Two-Revolution Cylinder Presses
 Acme Automatic Paper Cutters
 Anderson Newspaper and Job Folders
 Omaha Attached Newspaper Folders
 Dewey Ruling Machines
 Advance Paper Cutters
 Cutting and Creasing Presses
 Hamilton Steel and Wood Cabinets, Cases, Stands, Imposing Stones
 and Frames
 Galleys of all kinds
 Lead and Rule Cutters
 Oily Waste Cans
 Universal Presses
 Boston Wire Stitchers
 Hempel Quoins
 Low Slug Cutters
 Phoenix Art Platen Presses
 Peerless Job Presses
 Rotary Perforators
 Franklin Round Hole Perforators
 Tatum Punching Machines
 Paper Drilling Machines
 Composing Room Cylinders
 Electric Welded Chases
 Composing Sticks
 Type-high Cut Planers
 Column Rules
 Speed Controlling Devices
 Brower Cylinder Press
 Miller and Richard Wire Stitchers
 Gauge Pins
 Omaha Paper Hoist
 The Vanbosser
 Wickersham Quoins
 Non-Explosive Benzine Cans
 Electrotyping Machinery
 Brehmer Wire Stitchers
 Peerless Paper Cutters
 Round Cornering Machines
 Proof Presses of all kinds
 Superior Chase Locks
 Roller Bearers
 Mitering Machines
 Leads and Slugs
 Electric Motors
 Felt Blankets
 Press and Folder Tape
 Stapling Machines
 Press Board
 Ries Knife Sharpener
 Osco Router
 Rous Paper Lift
 Hardie Semi-Automatic Feeder, etc.

Replies to our ads mentioning Printer & Publisher will establish confidence in the advertising value of this publication.

RUSH MAIL ORDERS Our Specialty

MILLER AND RICHARD

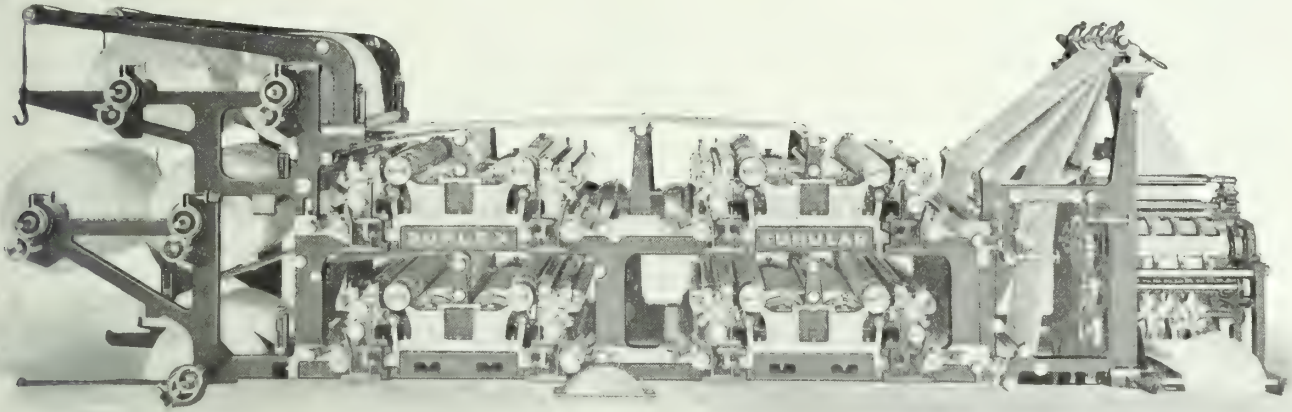
7 JORDAN STREET, TORONTO

PHONE MAIN 666

THE MANUFACTURING WORLD is clamouring for output

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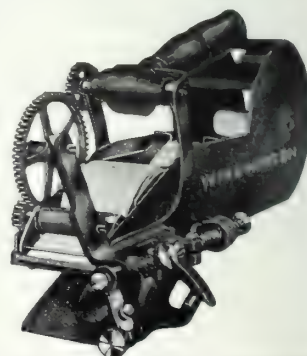
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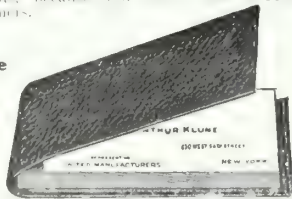
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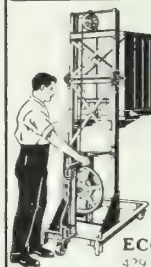
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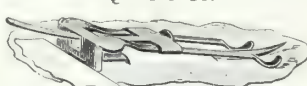
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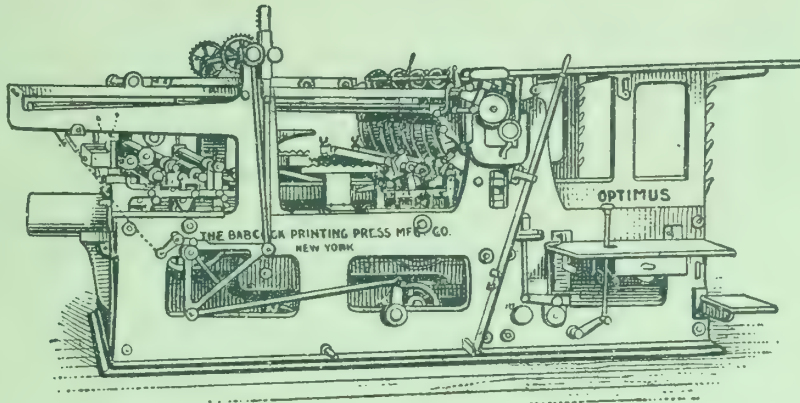


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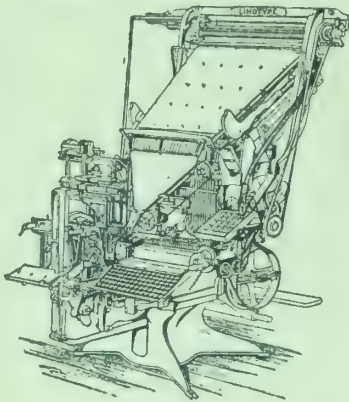
Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

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MORE WORK AND BETTER WORK

Means greater efficiency and bigger profits. Every improvement made on

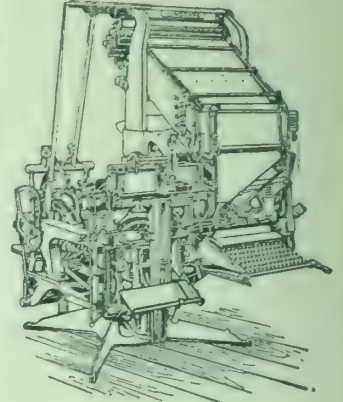
Quick Change Model 8



Three Magazine Linotype

MULTIPLE MAGAZINE LINOTYPES

Quick Change Model 9



Four Magazine Linotype

Saves time and increases earnings. Of the various models of Linotypes there are some exactly suited to your work, no matter what it is. Tell us your requirements and we will prove the truth of what we say.

THE MULTIPLE LINOTYPE WAY
IS THE MODERN WAY

All two-letter Linotypes are covered by patents having a number of years to run. No Linotypes having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. *Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.*

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET

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TORONTO, CANADA



PRINTER & PUBLISHER SEPTEMBER, 1914

IN THIS ISSUE

"The Cost of Getting Business,"

By C. W. Rous.

Articles on Business Conditions
"How Other Printers Do Things"

Report of Convention, Manitoba-
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THE MACLEAN PUBLISHING CO. LIMITED
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PRINTER AND PUBLISHER

Exclusively—
Cutting Machines

OSWEGO

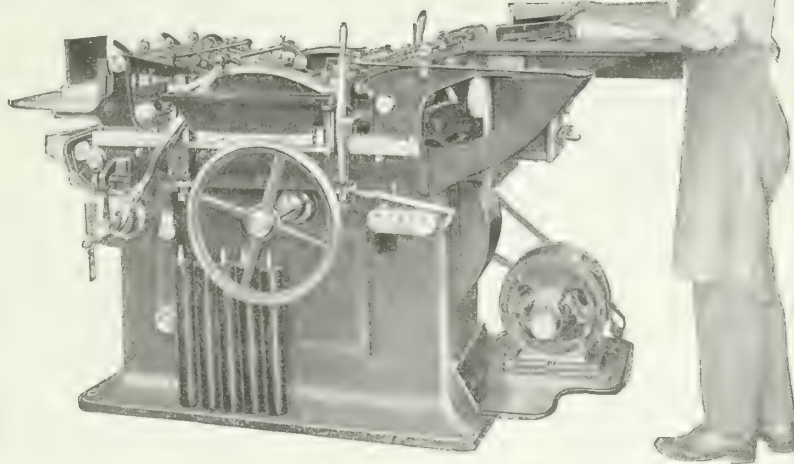
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Does Your Job Work Run? from 200 Impressions up!

In many offices the average is from 500 to 1,500 impressions to the run. Only occasional jobs of 5,000, 10,000 or more impressions crop up, and such runs "The Baby" Cylinder can also dispose of quickly. If this is your average, use

**"THE
BABY"
CYLINDER**
for
**the profitable
production
of short runs**



One man and "The Baby" Cylinder equal a four-platen battery for output, the finest of cylinder presswork for quality.

"The simplicity in make-ready," say the National Colortype Company of Portland, Oregon, "as compared with platen make-ready, we find to be more economical, even for short runs of 250."

"I have found it to be exactly as represented," writes Mr. Edward W. Wheeler, Cambridge, Mass.; "a compact, fast running, well built press. Our man with two hours practice was able to hand-feed at the rate of 4,200 impressions per hour."

From coast to coast it pleases—because it pays.

Write for Booklet

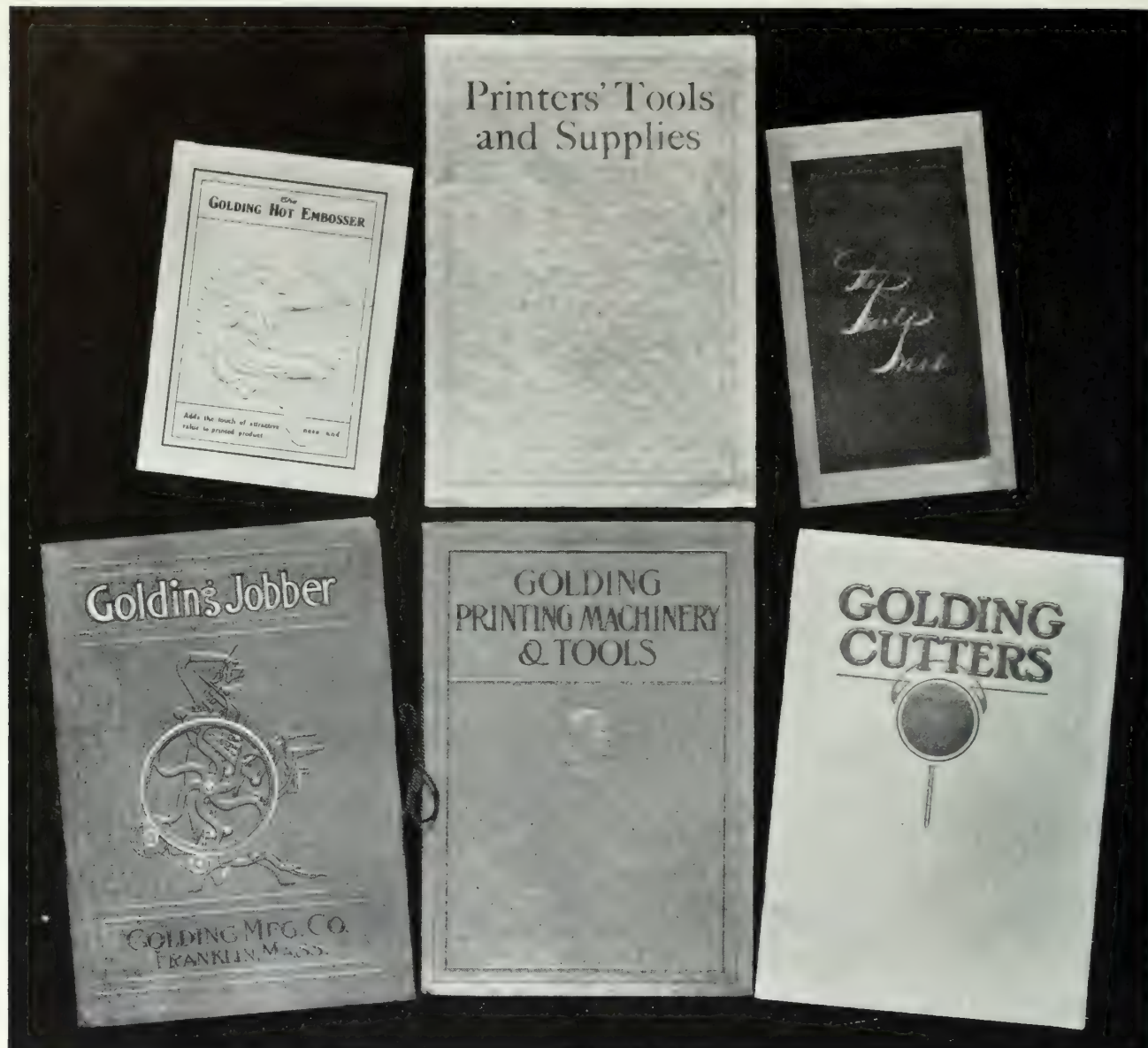
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95 Madison Avenue, New York City

CHICAGO, 431 South Dearborn Street BOSTON, 176 Federal Street

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SAN FRANCISCO, Phelan Building



GOLDING CATALOGS

Catalog of Golding Jobbers.

This is for the printer interested in a job press capable of raising the standard of his printed product — decreasing the percentage of cost and increasing the net profits.

The Golding Hot Embosser—a new device facilitating embossing on job presses with only an ordinary printing impression.

We are not sending these catalogs out promiscuously, but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it.

One or more of these catalogs are for you. Send your request.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; Miller & Richard, Winnipeg; American Type Founders Co., Vancouver.

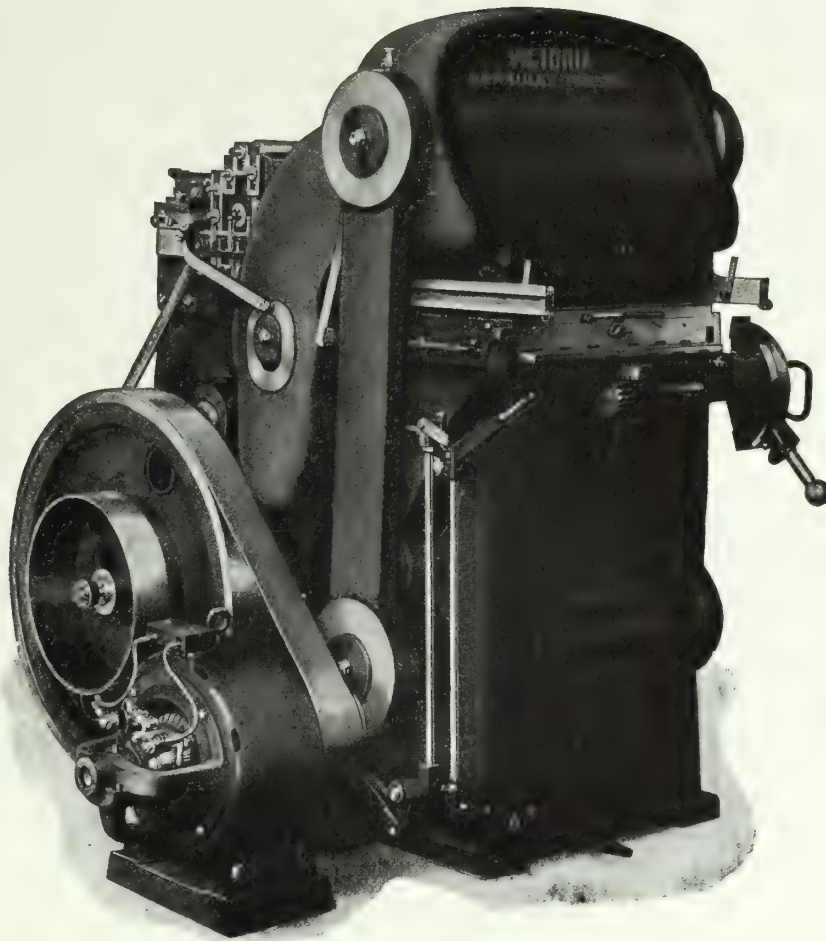
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The Strongest and Quickest Power Press in the World
is the
VICTORIA HERCULES PRESS
WITH AND WITHOUT PRINTING ATTACHMENT



All the advantages of the Victoria Platen Press with those of the most powerful Blocking Press, will Emboss, Print, or Print and Emboss up to

20 SHEETS A MINUTE

It can be stopped and started instantaneously and can be stopped under pressure at will. The work is laid on the stationary table, the Platen coming down.

Automatic handguard stops the Machine if the minder's hand is in danger.

Perfect register. Pressure up to 400 Tons.

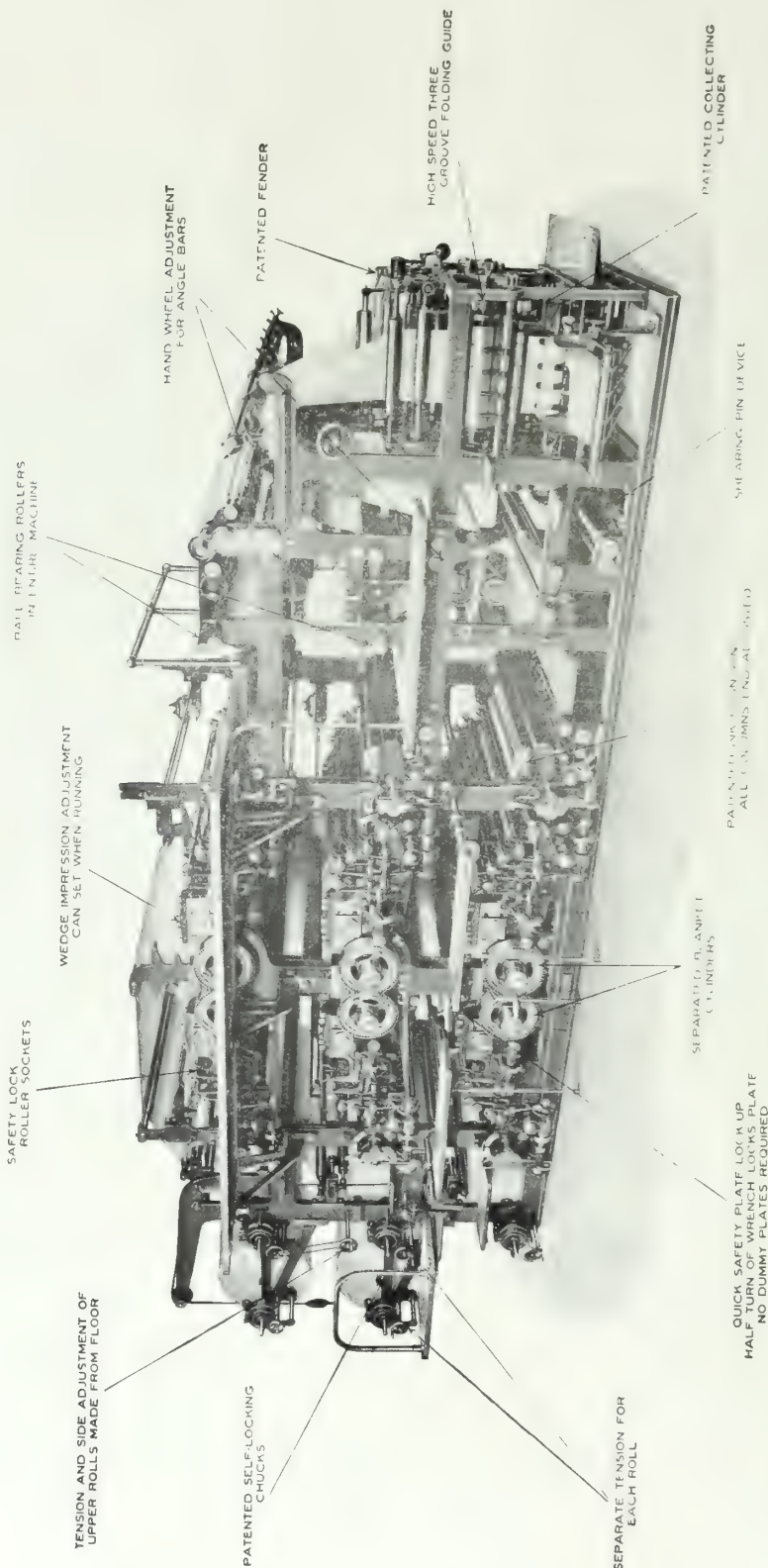
THE VICTORIA HERCULES is built for the heaviest work, for bookbinders, blockers, embossers, printers, bookmakers, etc.; is the most useful machine for gold and foil blocking, cameo, embossing, box top embossing, box making, cutta-crush work, leather graining, paper dish and lace work, printing and proving, etc.

Must be seen to be appreciated. Write for catalogue to

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The
"Goss
High-
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Straight-
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Presses.



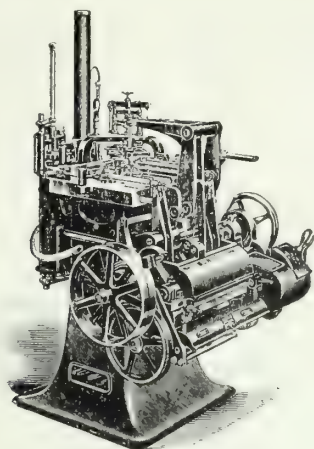
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"HIGH-
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Press
built for
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Let us
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The Monotype Type Caster

in the plant of the

La Crosse (Wis.) Leader-Press

says Mr. R. B. Gelatt, President

“has been the means of systematizing our composing room, using our hand compositors more efficiently and also—this may seem strange to you—using our slug composing machines more efficiently.

“After a test of fifty-six (56) days I find that the calculations of your representative have been almost too conservative, as on looking over my recapitulation sheets for this period, they show an average of one hundred and twenty pounds per working day of eight hours, including all time taken for changes, waiting for metal and cleaning machine.”

**It pays to cast your own type in your own
plant on the Monotype**

**Lanston Monotype Machine Company
Philadelphia**

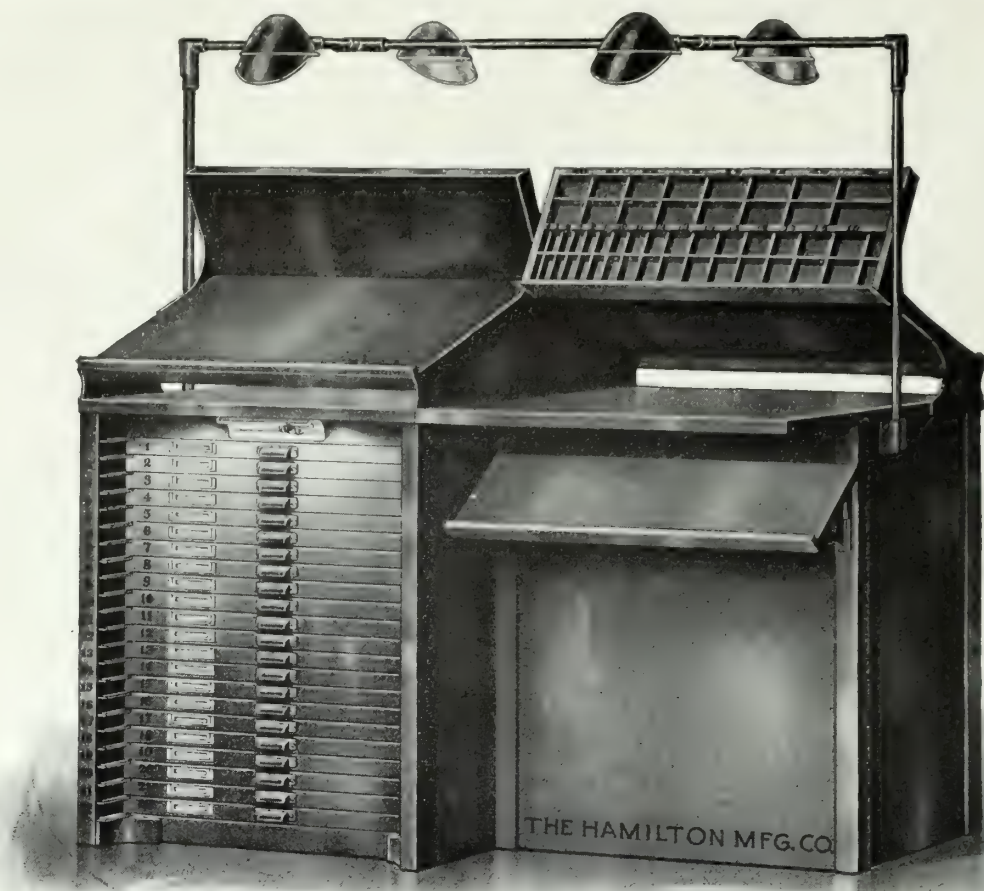
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The Hamilton Interchangeable Standard Steel Cabinet No. 473.

Price \$157.50 Duty Paid

HAMILTON Steel Cabinets are to-day the acknowledged standard of the world. They are built to last a business lifetime and reflect thirty-three years' experience in the development and manufacture of furniture for the printing plant. The day of specially designed cabinets for the composing room has passed and passing with it is the excessive cost. To-day there is an *all-steel* Interchangeable Hamilton Cabinet to suit the requirements of every printer at a cost made possible by their production in large quantities.

Hamilton Cabinet No. 473, illustrated above, is designed for general use in newspaper plants and magazines as well as in job offices. This cabinet is composed of two separate bodies and can be assembled as shown above, affording the use of both a sloping and flat top, or, if desired, can be arranged with all of the flat surface on one side and the sloping top on the other. The top unit of the cabinet is easily removable, permitting it to be replaced, if desired, by any of our six standard tops.

The overhead electric lights on this cabinet have visors to shade the light from the workmen's eyes. This is distinctly a Hamilton feature. The price of the cabinet as illustrated is \$157.50 f.o.b. Two Rivers, duty paid (electric lights, number tacks and dumps, extra).

Hamilton Wood Type. We are the largest manufacturers in the world of end grain type cut on rock maple. Height guaranteed uniform on point system. Send for Wood Type catalogue, circulars, etc., which will be sent promptly on request.

Equip your composing room with Hamilton Interchangeable Standard Steel Cabinets and save time and steps for your workmen— floor space and dollars for yourself.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N.J.

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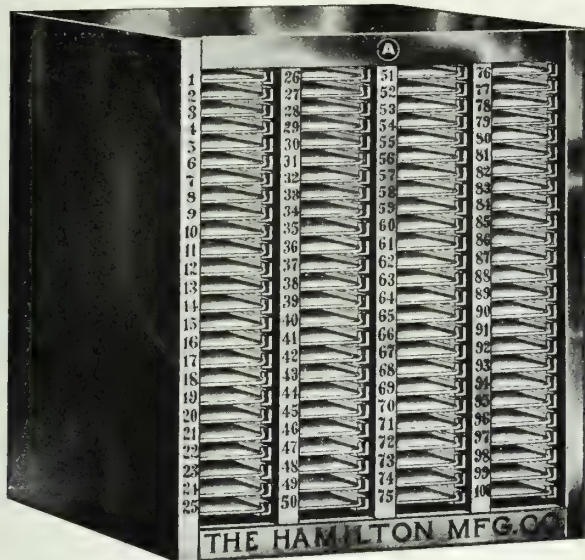
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 Montreal, 315 Craig St. W.
 Winnipeg, 155 McDermott Ave. E.
 Calgary, Alberta.
 Regina, Saskatchewan.
 Rex A. Hand, Representative for
 Maritime Provinces and Newfoundland.
 c/o Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
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 124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

"The Race Is to the Swift"

In these stirring times the battle is won through efficiency and thoroughness of equipment as surely in the workshop as on the battle-field. A little lead at the beginning of a race often means first place at the finish. *Strike now and strike first.*



No. 658 GALLEY CABINET STEEL CONSTRUCTION
No. 658 Steel Construction with Steel Galleys...\$80.00
No. 26 Wood Construction with Steel Galleys... 65.00

The cabinet illustrated is designed on the same unit the addition of units as the needs of an office demand. cold-pressed steel with jointless corners. No riveted laps, no welding or brazing. The No. 658 Cabinet is of massive steel construction with great strength and durability.

Printers who are losing time in handling matter, taking proofs, making corrections, etc., should investigate the merits of this system. Full information sent promptly on request.

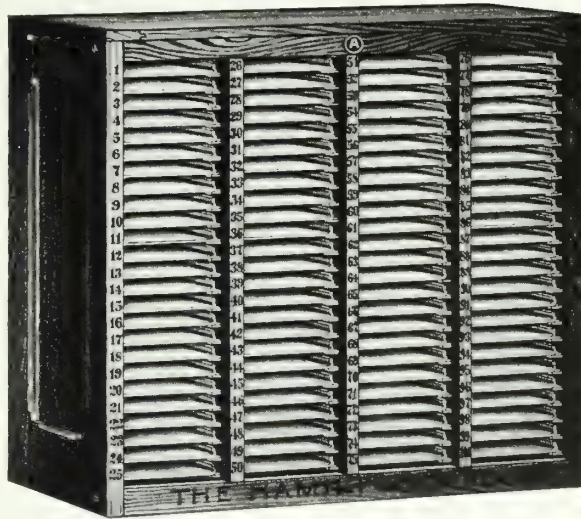
New Wood Type Faces

Now ready for distribution, a handsome 16-page circular showing a new series of six Cheltenham faces in as many different widths, together with a handsome border to correspond, all for two-color work, in combination of a plain block letter and an outline face. This class of lettering is now much in vogue for poster and sign printing and is very effective in red and black. A copy of this handsome circular, showing the very latest in wood type, will be sent to any interested printer on request.

The Hamilton line of Steel Composing-Room Equipment is recognized as standard the world over wherever steel goods have been installed. The supremacy in wood construction sustained by the Hamilton product for over thirty years has been quickly repeated in connection with the new steel equipments. The experience gained in over thirty years of manufacturing goods for the world's greatest printers and the gleanings of the most valuable ideas and requirements of these most practical printers, all of which enter into the Hamilton products, has naturally been the direct cause of this supremacy. Hamilton composing-room furniture in wood and steel construction will always represent goods of quality plus utility.

The modern method of storing matter is on galleys. The advantages of this plan have been demonstrated in hundreds of offices. This is one of the new departures that efficient methods of cost-keeping has developed.

We have designed several styles of cabinets and imposing tables in both wood and steel construction for storing page-size galleys. We show here a new design in a modern steel cabinet for storing double-column galleys, making it possible to store large quantities of column matter in a small amount of floor space and at a moderate price for the cabinet complete with galleys. The galleys in the cabinet are the famous Hamilton



No. 25 GALLEY CABINET—WOOD CONSTRUCTION
No. 657 Steel Construction with Steel Galleys...\$55.00
No. 25 Wood Construction with Steel Galleys... 45.00

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS.

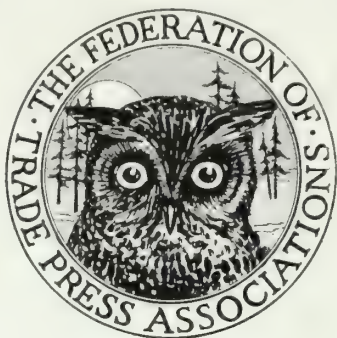
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Manager, Advertising Man, Trade Paper
Editor and Publisher in the Country

REGARDLESS of what your interest in trade journals may be, you are, in one way or another, a partner in the development of business building and business expansion through the medium of the Business Press. Any advance in trade journalism is of more than pocket-book interest to you. That your individual influence may be recorded—that you may add the light of your experience to that of the notable technical, class and trade journal editors and publishers in the country—you should cross three red-letter days on your desk pad and attend the

9th Annual Convention of The
Federation of Trade Press Associations
at the Congress Hotel, Chicago,
Sept. 24, 25, 26

Bring with you anything you have to offer in the way of suggestions bearing on editorial, circulation, or advertising policies. Or, if you do nothing more, come and listen to those who are making the trade press movement so tremendous a factor in modern business efficiency. One new idea gleaned from this fraternity, banded together for *your* interests, will make your presence at this convention pay you dividends.

Business Building Through the Business Press

For Further Information Address

E. R. SHAW, Chairman Committee on Arrangements
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MILLER AND RICHARD

7 JORDAN STREET, TORONTO

PHONE MAIN 666

THE GREAT TEST OF
NATIONS

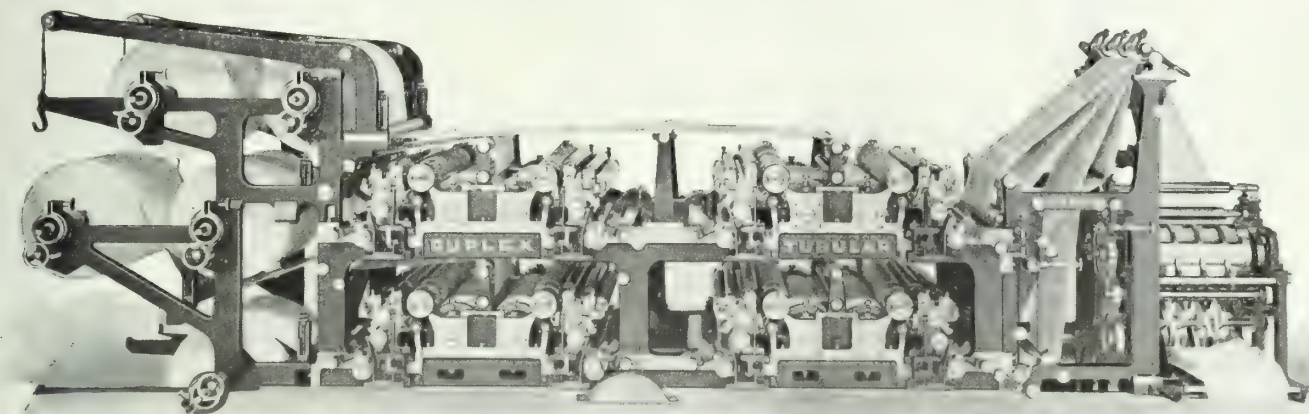
THE GREAT TEST OF
MACHINERY

WAR

Every city newspaper in Canada is to-day running extras, and the pressroom has to bear the brunt of the strain.

SOME DO IT

Slowly, slovenly, swearing, sweating, shouting. On the DUPLEX Tubular it is done rapidly, readily, reliably, responsively, retrospectively. Which is your way?



"The Press that runs like a deer"—Enthusied Admirer

This is the world-famous Duplex 16-page Tubular Plate Rotary Press as used by

The Montreal Financial Times
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The Windsor Record (Ont.)
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30,000 16-page papers per hour with Single Plates,
TRIED, PROVED, and ADOPTED by the trade.

Sold by Miller & Richard, sole agents in Canada for Duplex Flat Bed Perfecting Presses and High-Speed Rotary Presses.

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Sterling Bond

A New Stock Line
of
Excellent Value
in White and Five
Colors at a
Moderate Price

John Dickinson & Co.
LIMITED
216 Lemoine Street, Montreal, Que.

Printers in Canada War-Scared

**Immunity from Shortage of Material and Supplies.
Even Protracted War Will Create No Dearth.**

Toronto, August 22nd.—The anxiety and fear under which the printers in Canada have been living since the outbreak of the European War has been completely allayed by receipt of information that the needs of the trade in Canada have been anticipated by Miller & Richard, who have in stock thousands of pounds of hard Scotch Type (Body and Display), Spacing Material, and accessories, enough to supply the demands of the trade for as long as the war may last. This Firm is always alert, and the trade will no doubt appreciate the protective policy they have exercised on this occasion. They also advise that present selling prices will be maintained throughout the War, if possible.

A FEW OF OUR LINES ARE

Miller & Richard Extra-Hard Scotch Type
The Intertype Composing Machine
Intertype and Linotype Parts and Matrices
Duplex Metropolitan and Tubular Plate Presses
Duplex Flat Bed Perfecting Presses
Barnhardt Bros. & Spindler Superior Copper-Mixed Type
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Optimus Two-Revolution Cylinder Presses
Acme Automatic Paper Cutters
Anderson Newspaper and Job Folders
Omaha Attached Newspaper Folders
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Advance Paper Cutters
Cutting and Creasing Presses
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Babcock Drum Cylinder Presses
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Diamond Paper Cutters
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"Everything for the printer and he gets it when he wants it."

MILLER & RICHARD, 7 Jordan Street, Toronto

Goes

ESTABLISHED 1879

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Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
 comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
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1915 - CALENDAR PADS - 1915

ARE READY FOR SHIPMENT.

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Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
 the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

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BAY PATH COVERS

Ripple and Antique Finishes

20 x 26—65

20 x 26—Heavy

Stocked in White, Cream, Buff, Brown, Copper, Gray, Blue, Green.

This is a new line which has recently been added by the Strathmore Paper Co.

We are now carrying a large stock of their covers and particularly call your attention to

RHODODENDRON COVERS

Antique and Telanian Finishes

OLD CLOISTER COVERS

Write for samples and prices

BROWN BROS., LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, ADELAIDE and PEARL STS., TORONTO

“Roberts” Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without Removing a Screw

More than 250,000 in Use

Are You Skeptical?
Order One and be Convinced!

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The Only Typo Numbering Machine
Made on the Point System.

Model No. 25



No 12345

\$5.00 Model 25 5 Wheels \$6.00 Model 26 6 Wheels

SIZE: { No. 25, 5 Wheels, 64x108 points
{ No. 26, 6 " 64x118 "

The Best — yet the Cheapest
Typo Numbering Machine
Made

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saving nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

“Bates Typographic Numbering Machines”

which should be sufficient guarantee of quality and simplicity.

Buy through our Canadian Branch
and

SAVE DUTY

\$3.50

Each of the above Machines with SOLID CIPHER WHEELS
can be had for

\$4.50

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave.

Successor to The Bates Machine Co.

BROOKLYN, N. Y.

DO you want the catalogs you print or the catalogs you send out to be different from other catalogs?

Do you want them to be striking? Do you want them to make an impression—a favorable impression—the moment the glance greets them?

If you do, consider

Sultan Covers

Sultan Covers are different. They have a beauty, both in texture and coloring, that has never been excelled.

The twelve oriental shades—like suggestions from India—invite attention and inspection.

Then, Sultan is strong—an all-rope stock almost as hard to tear as a piece of cloth.

Made in two weights, 20 x 25-60 and 20 x 25-100, called Rhinos.

Samples supplied by jobbers or sent direct by us on request.

NIAGARA PAPER MILLS
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Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

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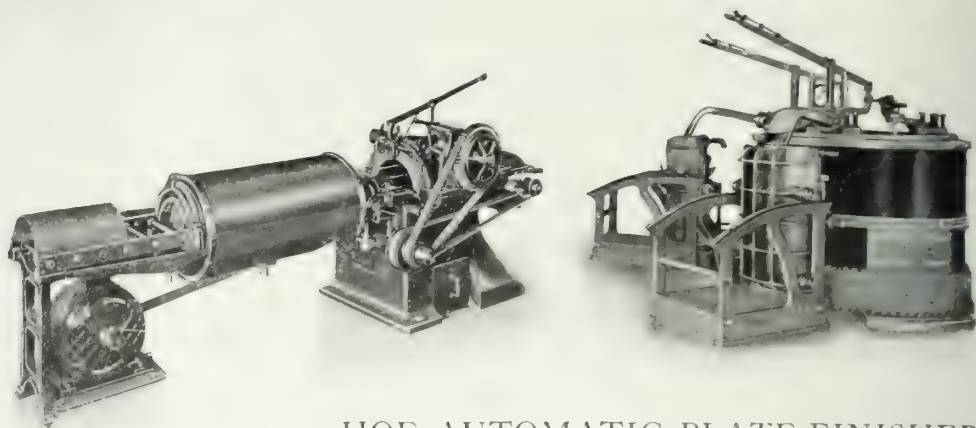
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Improved

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HOE AUTOMATIC PLATE-FINISHER

WITH DOUBLE PUMP FURNACE AND TWO EQUIPOISE CURVED MOULDS.

The simplest and most efficient outfit for making curved stereotype plates quickly, accurately and economically.

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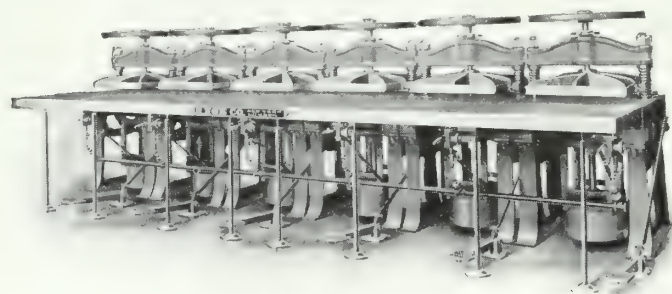
Also complete line of the most efficient, reliable and up-to-date machinery for

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SAWING and TRIMMING MACHINES,
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PASTE KETTLES,
JOB STEREOTYPING OUTFITS,

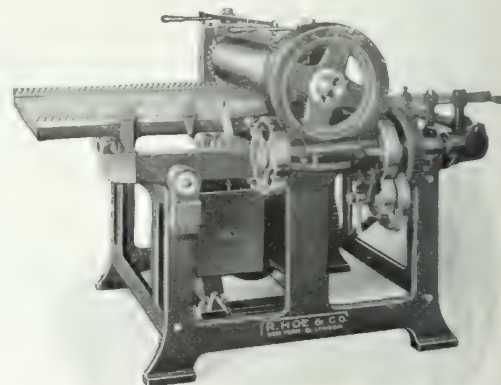
PLATE PLANING MACHINES,
CASTING MOULDS,
ROUTING MACHINES,
MATRIX DRYING PRESSES,
PROOF PRESSES.



Hoe Pneumatic Matrix-Drying Tables.

Electrically heated or steam-heated as required.

Make the best matrices in the quickest time and in the most economical manner.



Hoe Improved Matrix Rolling Machine

The Strongest and Most Rigid Roller Made.

We also carry a stock of the best quality of supplies and accessories of all kinds for

PRINTING, STEREOTYPING and ELECTROTYPING, including:

FELT and RUBBER BLANKETING,
CARDBOARD TAIL PIECES,
CIRCULAR SAWS, and other CUTTING TOOLS.

MOULDING and DRYING BLANKETS,
CUTTING CYLINDER KNIVES and RUBBERS,

TAPE, PACKING,
ROUTER BITS, JIG SAW BLADES,
BRASS RULE, ETC., ETC.

Let us know your requirements.

We will serve you well and at the lowest possible prices consistent with our high standard of quality.

R. HOE & CO., 504-520 Grand St., New York

120 St. James Street, Montreal, Canada
7 Water Street, Boston, Mass.

544-546 So. Clark Street, Chicago, Ill.
109-112 Borough Road, London, S.E., England

Catalogue Printers and Magazine Publishers

should not fail to obtain samples of the new

"A wonderfully efficient substitute for coated paper at a remarkably low price."

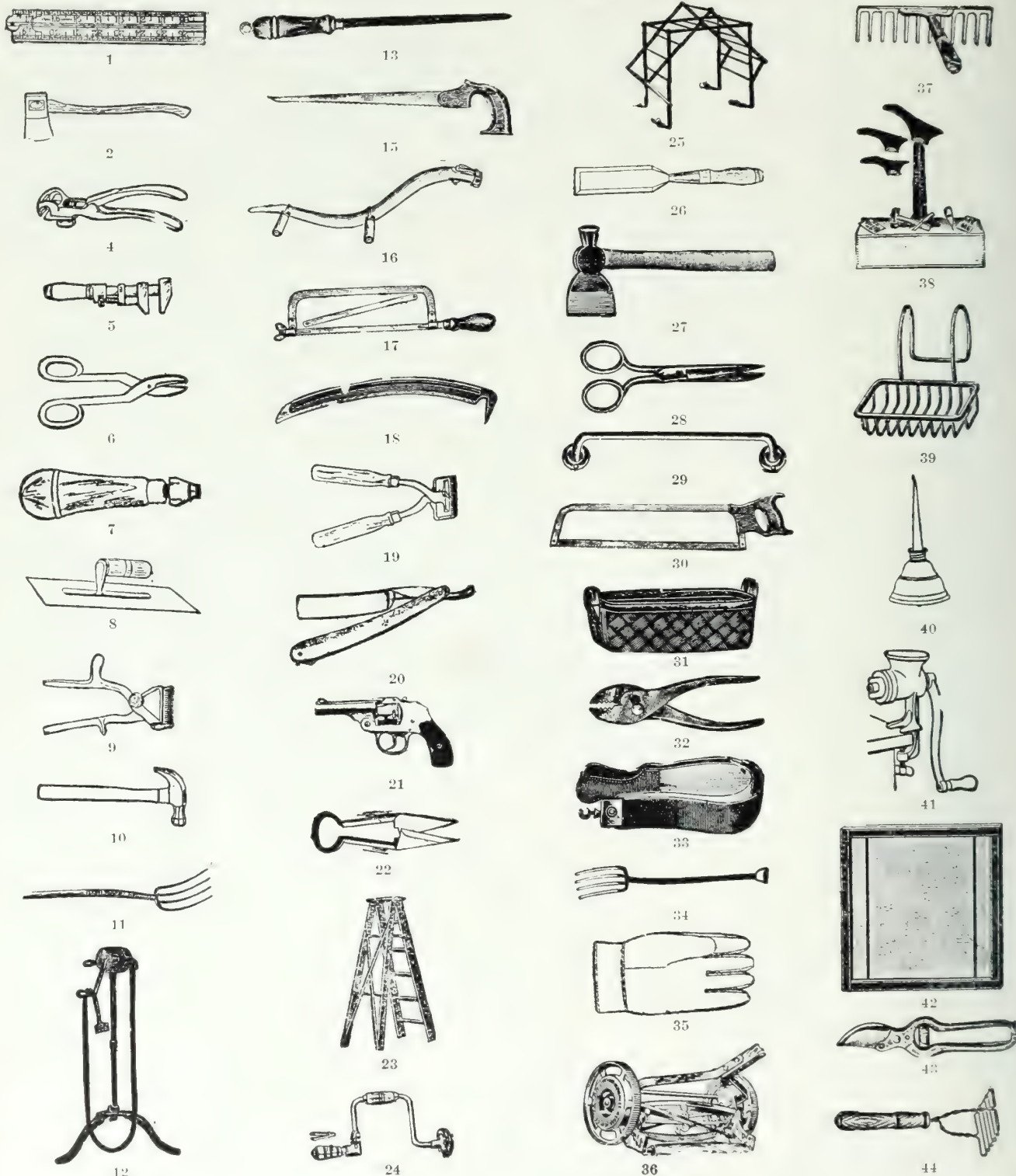
Ivory Finished Imitation Coated Papers

Sole Agents

Hodge-Sherriff Paper Company
McKinnon Bldg., Toronto Telephone Main 5781

Splendid Illustrations for Hardware Advertising

IN ORDER to encourage hardware men to do more profitable advertising *Hardware and Metal*, a sister publication to PRINTER AND PUBLISHER, has instituted an electro service, supplying small electros as shown herewith at a nominal cost. *Hardware and Metal* also publishes from time to time seasonable advertising suggestions in which these electros are used. The paper goes to 90 per cent. of Canada's hardware merchants and many have ordered a supply of the cuts. There are many who should order, however, who have not done so, and they are therefore being advertised in PRINTER AND PUBLISHER with the suggestion that they be recommended to hardwaremen who can use them to advantage. In some cases publishers may wish to add a number to their own stock and merely loan them to advertisers. In ordering be sure to order by number. The price of electros is 15 cents each, cash with order. Address all orders to *Hardware and Metal*, 143-153 University avenue, Toronto. This advertisement will not appear again, so make a note of the date of issue and folios.



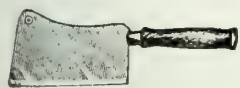
HARDWARE AND METAL'S ELECTRO SERVICE



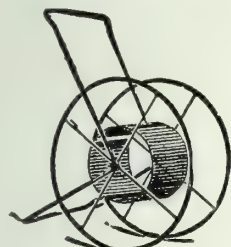
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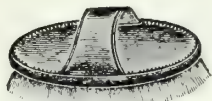
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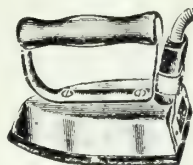
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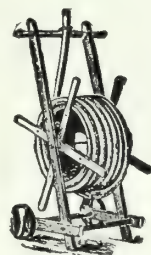
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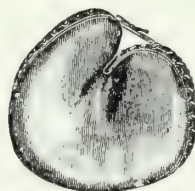
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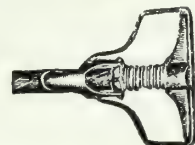
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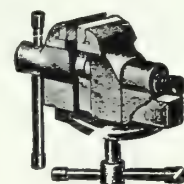
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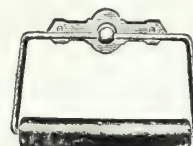
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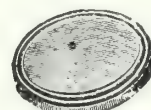
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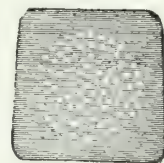
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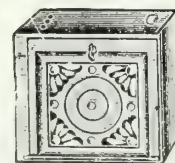
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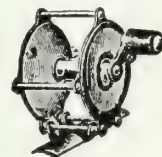
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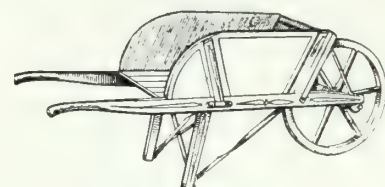
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Electros on this page will be supplied at 15 cents each. Cash with order. Be sure and order by number.

Address all orders for cuts to

Hardware and Metal, 143-153 University Ave., Toronto, Canada

Wilson-Munroe Co., Limited

TORONTO

IMPORTANT NOTICE

We wish to inform our customers that we are able to
fill PROMPTLY all orders for

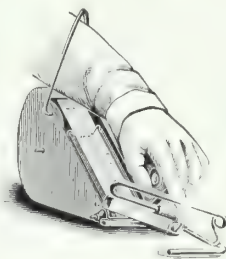
HOLLISTON BOOK CLOTHS

IN ANY QUANTITY IN THEIR ENTIRE LINE
AT THE REGULAR PRICES

 Large stocks in our Toronto warehouse.
Freight shipments from mill in a few days' time.

"BOOKS BOUND IN HOLLISTON CLOTH ARE BOUND TO WEAR"

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -- BUFFALO, N.Y.

SAFETY FIRST

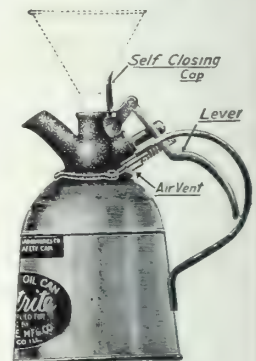
Protect Your Plant—Secure
Lowest Rate—by using

JUSTRITE SAFETY CANS

For Gasoline, Benzine, Kerosene, Naphtha, Turpentine, Alcohol.

Made in 6 sizes

1 Pint 1 Quart 2 Quart
1 Gallon 2 Gallon 3 Gallon
Non-Leakable, Air-Tight, Fire-Proof. Special Funnel not required. Baked Red Enamel.



JUSTRITE OILY WASTE CAN

Opens with foot pressure, closes automatically, absolutely safe.

No. 1. 6 Gallon
No. 2. 8 Gallon
No. 3. 10 Gallon

Approved by Underwriters.
Prices on request.

Justrite Mfg. Co.

325 So. Clinton St.
CHICAGO, U. S. A.

Canadian Agents:

Anglo-Canadian Type & Printing Co., Ltd., Toronto
Stephenson, Blake & Co., Toronto
N. B. & Richard, Winnipeg
Geo. M. Stewart, Montreal
Toronto Type Foundry Co., Ltd., Toronto
Winnipeg, Montreal, Calgary and Regina.



Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

92 McGill Street, Montreal

'Phone Main 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

ROSER'S PIGSKIN LEATHER

is tanned by the best oak-bark process, it has a strong fibre, and it is free from any injurious acid. This insures a leather of the greatest durability, and bindings made from it are permanent.

Manufactured by

HERMANN ROSER & SON
ESTABLISHED 1854 GLASTONBURY, CONN.

NICKELTYPES
ELECTROTYPES
STEREOTYPES



**TORONTO ELECTROTYPE &
STEREOTYPE CO., LIMITED**
111 ADELAIDE STREET WEST TORONTO

TRAYTON BLABER, Manager

PHONE ADEL. 1638

WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

**PRINTER & PUBLISHER
WANT AD**

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.



Better Results at Smaller Cost with ART PHOTO BOOK

Never before have conditions required—and so exactly—that the most effective results be secured at minimum cost. You may cut down on typography, on ink, on presswork, but you cannot, with impunity, cut down on the appearance of the stock. And just here is where ART PHOTO BOOK comes in as the ideal catalogue or booklet paper—bulky, high in finish, bright in color, firm and serviceable. Of course you can buy more expensive papers, but if you desire the most pleasing results at minimum cost, you will get it no more surely than with ART PHOTO BOOK.

Shall we send you samples, or would you prefer made-up dummies? If so, just let us know the size to-day and we will forward them immediately, without obligation whatever.

Made in Canada Exclusively by

CANADA PAPER CO.

LIMITED
PAPER MAKERS

TORONTO

MONTREAL

WINDSOR MILLS, P.Q.

FACTS:

A Startling and Profitable Investment

The **MANN** Offset Press

Think of it—on an average of thirty (30) MANN machines sold monthly—one every day.

There's a reason!

It is not because the press is sold cheaply, although the price is reasonable. Neither is it because we guarantee the highest rate of running speed.

It is—because the MANN press delivers the goods and actually—as statistics clearly show at the end of the year—it costs less to operate than any other make and is the greatest producer of offset color or commercial work.

Quality—The high water mark of perfection is reached **only** on the MANN Offset Press. Ask the hundreds of users.

Single Color and Two Color Offset and Perfecting Presses.
Offset Perfecting Press, printing from the **WEB**.
Proving Presses, Tin Rotaries, Direct Rotaries.
Baby Offset Press, (12 x 20)—**The Little Wonder!**

For Particulars Apply to

THE MANN LITHOPRESS COMPANY

59 WALKER STREET, NEW YORK

Sole agents for Geo. Mann & Co., Ltd., England

MADE IN CANADA

IF you are interested in good Bond Papers, send for our sample book. We make the following lines:

SUPERFINE LINEN RECORD
EARNSCLIFFE LINEN BOND
STANDARD PURE LINEN
EMPIRE LINEN BOND
CROWN LINEN
COLONIAL BOND

Samples sent on request.

The ROLLAND PAPER CO., Limited

General Offices:
384 St. Paul St., Montreal

HIGH-GRADE PAPER MAKERS

Mills at St. Jerome
and
Mont Rolland, P.Q.

WASTE PAPER

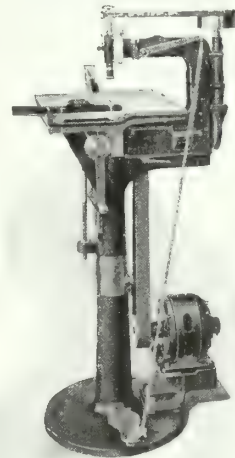
You can get the
BEST Price and
quickest service
from

E. PULLAN

490 Adelaide St. West, Toronto
Phone Adel. 760

THE MILLER SAW-TRIMMER
is to the composing-room
what the typewriter is to
the business office.

*For Sale
by
the leading
Printers'
Supply
Houses*



*A
Composing-
Room
Necessity
and
Indispensable*

Miller Saw-Trimmer Company

Point Building, Pittsburgh, Pa.
Fisher Building, Chicago World Building, New York

I Am Advertising

I CAME into being as the spoken language came — slowly, gradually and to meet an urgent need. I have been worked for evil, but mostly I have worked for good. I can still be worked for evil, but each day it grows more difficult to so misuse me.

I am at once a tool and a living force. If you use me wisely, I am a tool in your employ. If you misuse me, my double edge will injure or destroy you. If you do not use me, I am a force that works against the aims and purposes that animate your business.

I speak a thousand tongues and have a million voices.

I am the ambassador of civilization, the handmaiden of science, the father of invention.

I have peopled the prairie, and with my aid commerce has laid twin rails of gleaming steel in a gridiron across the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have filled the commoner's life with a hundred comforts denied the king of yesterday.

I have brought clean food, healthful warmth, music, convenience and comfort into a hundred million homes.

I laugh at tariffs and remake laws.

I have scaled the wall of the farmer's isolation, and linked him to the world of outer interests.

I build great factories and people them with happy men and women who love the labor I create.

I am a bridge that spans all distance and

brings the whole world to your door, ready and eager to buy your wares.

I have made merchant princes out of corner shop-keepers and piled the wealth of a Monte Cristo into the lap of those who know my power.

I find new markets and gather the goods of the world into a handful of printed pages.

I am either the friend or the foe of Competition—so he who finds me first is both lucky and wise.

Where it cost cents to hire me yesterday it costs quarters to-day, and will cost dollars to-morrow. But whosoever uses me had best have sense, for I repay ignorance with loss and wisdom with the wealth of Cræsus.

I spell service, economy, abundance and opportunity, for I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I Am Advertising!

PRINTER & PUBLISHER

143-153 UNIVERSITY AVE., TORONTO

Will put you in intimate touch with the buying heads of 80% of the printing and publishing plants of Canada.

AMERICAN

Model 31

Model 30

7⁰⁰

6⁰⁰

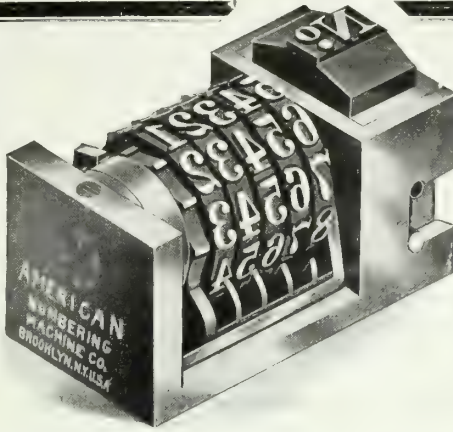
6 Wheels

5 Wheels

With drop-cipher wheels

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England



AMERICAN

Model 60

Model 61

4⁰⁰

5⁰⁰

5 Wheels

6 Wheels

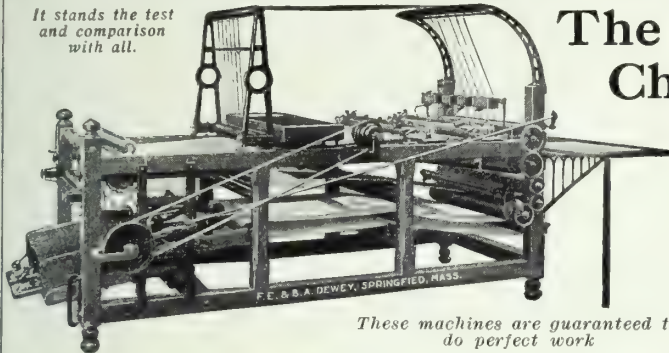
Solid wheels, no drop-ciphers

In stock and for sale by

Dealers Everywhere

Specify AMERICAN when ordering

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

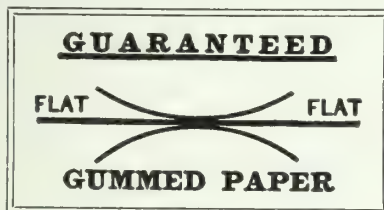
Since 1910 many improvements added

Write for catalog

F. E. & B. A. DEWEY, Springfield, Mass.,

Agents: Miller & Richard, Toronto, Montreal,
Winnipeg and Vancouver

A GUARANTEE THAT REALLY GUARANTEES



Ideal Gummed Paper

Is Guaranteed To Be

- Absolutely non-curling.
- As easily printed as the finest ungummed paper.
- As easy to obtain register on as ordinary paper.
- Unaffected by temperature changes.
- A paper that will stick perfectly when it should.
- The best paper for the use for which it is designed.

Now packed five hundred sheets to the ream.

Sold Everywhere by Representative Jobbers

IDEAL COATED PAPER CO.

BROOKFIELD, MASS.

NEW YORK

CHICAGO

CINCINNATI



FOR INVITATIONS, MENU
CARDS, PROGRAMS, Etc.

USE

Royal Ivory Bristol

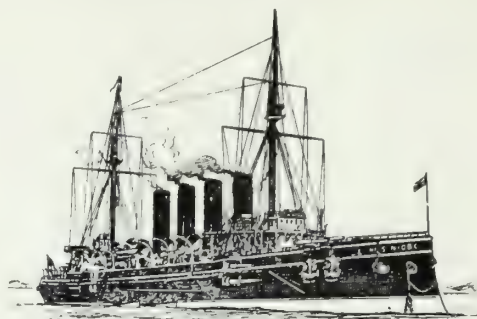
(Matt Finish)

Stocked in Four Weights.

Ask for samples

**The Fred W. Halls Paper
Co., Limited, Toronto**

Goods Sold to the Trade Only



On a War Footing

CANADA is going to find out, within the next few months, what it means to be "on a war footing."

Just what it means depends largely on how we meet the situation. It might mean continued dulness, depression, "hard times"—if we were to persist in thinking and talking "hard times."

It may, just as reasonably, mean prosperity—if we keep our heads and go after business in the right spirit of aggressiveness.

We might well follow the lead set us by some of our large industrial concerns.

An excellent example is furnished by our three leading automobile manufacturers.

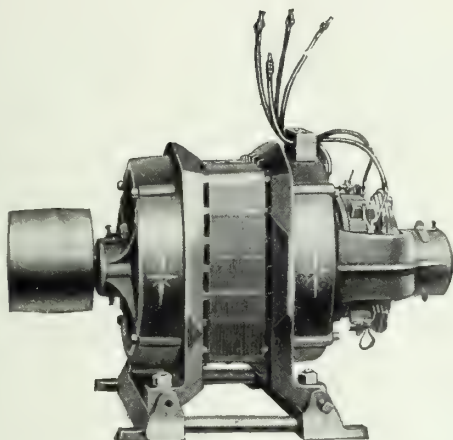
One—making a high-priced car—has given instructions for the most aggressive selling campaign the company has ever undertaken; backed up by a big campaign of advertising in the newspapers.

Another, who makes various-priced cars of high quality, had a large announcement of 1915 models in a long list of papers the very week after war was declared.

A third—a Canadian branch factory of a United States concern making a popular-price car, is announcing an important price change—and taking larger space than ever before in Canadian newspapers to tell the story.

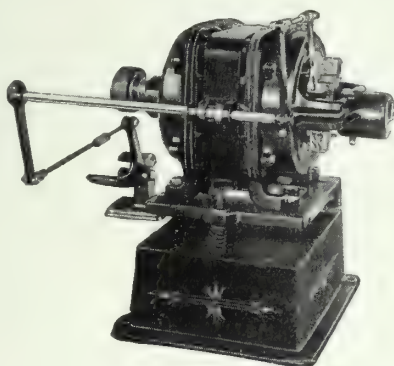
And this, be it noted, is the attitude of the three big men in an industry that the pessimists have been predicting would be seriously affected by the war. Their unshaken confidence, their greater-than-ever determination to market successfully a class of product that is always hard to sell, should be an inspiration to the rest of our industries. These three manufacturers have tested advertising, and have confidence in its efficiency in stimulating business in times of war as well as in times of peace.

Instead of retrenching, the business men of Canada may well emulate the action of the motor car manufacturers, and go out after business in the most aggressive way possible.



Kimble Cylinder Press Motor

The Kimble Cylinder Press Motor is controlled by the unique Auto-Transformer Controller, which gives a very wide speed range—permitting fully 75% reduction from maximum speed. Within this range are 18 forward and 18 reverse speeds—these limits are considerably wider than those of either induction motors or direct-current motors.



Kimble Job Press Motor

The Kimble Job Press Motor is controlled by the foot pedal, not by "steps," for every imaginable shade of speed between the maximum and minimum. There is no resistance used in the control. Any job can be run at a greater speed on any press with a Kimble Motor than by any other variable speed motor. The speed can be gradually increased by means of the foot pedal without stopping, or using the throw-off.

KIMBLE

JOB AND CYLINDER PRESS

MOTORS

**Single-Phase, Variable-Speed
Alternating-Current**

**Enable the Presses to
do More Work in
Less Time**

As you are paid for your work on the basis of the number of impressions you deliver, it follows that if you can get a job out in less time, and in as good shape as your competitor, you will not only please your customer, but make more money on the work.

Kimble Motors increase the efficiency of each press at least 20% over ordinary alternating-current motor drive and about 35% over line-shaft drive.

This great increase in efficiency is due to the wide range of speeds and the flexible speed control. Kimble Motors give any speed from 500 to 3,000 I.P.H. The feeder can get exactly the speed for turning out any work in the best and speediest manner.

Kimble Motors are also the only alternating-current motors that reduce current consumption in direct proportion to every speed reduction. The saving in current alone will pay 10% monthly dividends on the cost of a Kimble. Write—*to-day*—giving us your requirements.

CANADIAN AGENTS

All points east of Port Arthur and Fort William:—

MASCO COMPANY, LIMITED, 55 Church Street, Toronto, Ont.

All points west of Port Arthur and Fort William:—

MAINER ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man.



Buy Hard Metal Type

and lessen your type bills and cost of production. Soft type is poor economy. First cost may be a trifle less in comparison with hard type, but the final cost is the actual cost. Soft type is easily bruised and quickly worn out; the time necessary for make-ready rapidly increases; good and profitable work soon becomes impossible.

Hard Metal Type Will Save Money

The high-grade Alloy used in Stephenson, Blake & Co. type has made it famous for its wearing qualities. The percentage of Antimony and Tin used give it a resisting quality that keeps it in excellent condition for years; it also makes the type light in weight, and consequently there are more individual characters in every pound you buy. Our type is made accurately to the American Point System, and in all modern faces.

Specimen sheets sent on application.

We hope our many friends visiting the Exhibition will make our warehouse their headquarters.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. West, Toronto

PRINTER & PUBLISHER



DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA



The Cost of Getting Business

By C. W. Rous

Rous & Mann, Limited, Toronto

Every reader, whether or not he was privileged to attend the Cost Congress held at Toronto last April, should welcome the opportunity to study in detail this instructive address by Mr. Rous, delivered on that occasion. In it he presents the various divisions of manufacturing expense and selling expense, indicating a logical line of demarkation between these two general factors that enter into every business transaction. Mr. Rous suggests also a closer comparison of production and selling costs, placing the percentage of one against the other. Another important point is the submitting of expensive dummies to more or less remotely prospective customers. The practice is not only a nuisance, but has become a very heavy expense to many printers who cater to booklet and catalog work. Concerted action toward its discontinuance was taken by the Cost Congress, when a formal resolution of disapproval was submitted by the Committee on Resolutions and unanimously adopted.—Editor.

IT IS USUAL in considering the cost of selling to confine the question to that part of selling expense that is composed of salesmen's salary, their traveling expense and miscellaneous small expense charges such as salesmen's business cards and street car fares.

As this gives only one part of that cost, it seems more correct to include those other items that are really selling, but are more often called general overhead.

To arrive at any definite conclusion in discussing a subject it is always necessary to get the groundwork satisfactorily established, so before any conclusions can be arrived at as to the details of this cost of getting business, it must be decided where it begins and where it ends.

WHERE DOES SELLING EXPENSE BEGIN?

With that object let us examine what "Business" in its broad, general sense consists of. Roughly defined it is the procuring of some article or thing and disposing of it again—always, of course, with the idea of making a profit. Taking this definition, every business transaction can be divided into two parts—the first of which, for want of a better name can be called "Procuring the Goods"; the second is "Selling."

Procuring means the buying, receiving or manufacturing of raw material or finished goods and all the wages, office work and expense in connection with any or all of these operations. *Selling* includes all the wages, salaries and expense in con-

nection with selling, delivery, bookkeeping and collections. These are rather broad definitions but you will easily see they are correct if you take as an illustration the case of a man who might divide his business into two separate parts and make one a pure manufacturing concern which turns over its goods at its cost to a sales company.

The manufacturing company would only be interested in the buying of material, the manufacturing and the paying of the bills. There would likely be a certain amount for packing and shipping as well, which might be justly looked after by this company. You will observe that all factory records would be in this department, including all cost of production records, the keeping of raw material records and inventories. Also the bookkeeping necessary to the purchasing of supplies, the wage records and the paying of accounts.

DIVISIONS OF MANUFACTURING COST.

Making a list of these items will enable them to be kept in mind more easily. Many of them will be the identical terms used in describing selling so it will be necessary to remember the connection in which they are being used to distinguish them: Management, rent, light and heat, power, insurance, manufacturing wages, manufacturing ex-

pense, general factory overhead wages, office salaries, posting of time on dockets, interest on plant and goods as per inventory, office stationery, packing and shipping expense, spoiled goods, reserve for depreciation on plant.



C. W. ROUS.

DIVISIONS OF SELLING COST.

The selling company then has all the other functions of the business under its charge. It must get the orders, put them in shape to manufacture, bill them and collect the accounts. This is briefly the extent of the selling operations but there are so many incidentals in connection therewith, that it is best to enumerate the various items: Management; rent, light and heat; bookkeeping and collection of accounts; estimating; sample files; general office expense, telephone, cleaning, etc.; stationery; salesmen's salaries and expenses, traveling and otherwise; advertising; donations to churches, societies, charitable organizations, trade societies; trade papers; errors in making out orders or estimating; allowances, commissions, rebates, or discounts; interest on capital in outstanding accounts; losses from bad debts; depreciation on office furniture.

By the division of a business into two separate parts, a clearer idea of what each part controls can be obtained, but as it is only in extreme cases that this policy can be carried out, we shall take the average business where the one office and one management control both and find how this division can be carried out and still get an accurate record of each part.

As they overlap in many places, we must take the items that do and see what division must be made of them. They are as follows: Management; rent, heat and light; office salaries; interest; stationery and general office expense.

Management.—An arbitrary division has to be made in this instance, usually 50 per cent. to manufacturing and 50 per cent. selling, is correct, but it altogether depends upon the time spent on each. You will have to make your own decision according to what actually happens in your own case.

Rent, Heat and Light.—Divided according to floor space, amount of radiation and number of lamps.

Office Salaries.—If possible have factory work done by certain clerks and sales work by others. Where not possible to divide this way, estimate the part each should be charged with.

Interest.—Divided according to investment in plant and buildings. The investment in accounts receivable is all selling.

Stationery and General Office Expense.—Approximate as you judge they should be divided.

The balance of the sales items are: Estimating; sample files; salesmen's salaries and expense; advertising, bad debts; errors in making out orders and estimates; allowances, commissions, rebates, and discounts. These need no explanation—they are purely selling and cannot be classified otherwise.

Donations for Charities, etc.—Will be selling as practically all of them will be made to increase the prestige of the business with the general public and that prestige is only valuable for the purpose of increasing sales. In a purely manufacturing department with no public office, it would be possible to eliminate this expense—except perhaps contributions to a Cost Congress which is equally beneficial to both ends and should be divided 50 per cent. each.

General Sales Expense.—Under this heading comes promotion work and the one prominent feature of that is speculating to get business. On this feature I will comment later.

From this list of sales expense it is easy, by making this classification each month, to get the total of the true selling cost.

The manufacturing cost gives the total of the production each month, which consists of the total material and labor for the month with the overhead on the straight manufacturing expense as outlined on the list I have read.

SHOULD DIVIDE PRODUCTION AND SELLING COSTS.

It becomes then a simple matter of finding the percentage of this selling cost on the production cost. This will vary from 33 1-3 per cent. to 50 per cent. according to the class of work you are doing. In some other lines of business, it will run even to 100 per cent.

By the present Standard method the cost rate per hour includes the whole selling expense and there is not the close comparison of the net manufacturing and selling ends by themselves that there should be. The arrangement I am suggesting is not a new one by any means and is now used in many lines of business successfully.

It means in printing costs, the reduction of the first hour cost to bare manufacturing which enables closer scrutiny and comparison of the monthly hour cost as relating to factory production only. On the other hand, your selling percentage is kept by itself and permits you to know exactly whether there is an increase or decrease and the consideration of separate items tells why. A percentage for the profit required must be added in the end as usual.

SPECULATING FOR BUSINESS.

This is the completion of my remarks on what the cost of getting business consists of, but there is one separate point of expense I wish to enlarge upon. Reverting back to the list of selling expense, I would like to bring one item prominently before you and that is *speculating* as a method of getting business.

Speculation means the preparation of finished dummies and selling plans and submitting them free to the customers with the chance of getting an order. It is not a good plan of getting business and the consideration of it is well worthy the attention of this Congress.

At present, no doubt, the custom is confined to the firms of the larger cities for it is likely not practised to any extent in the towns and smaller cities. As to how this custom arose it is hardly worth while to discuss. Some say the lithographers began it, others that the engraving houses were the first, but that has no particular bearing on the results, which are wholly bad.

It has two phases, one in a way with some slight justification, is the situation where a firm conceives a certain idea to sell. The general plan is thought out and the customer approached. A favorable response is received and an estimate prepared which is not unsatisfactory but the plan is not clear enough to the buyer's mind. So an inexpensive dummy is made. Now, in this case, the element of competition does not enter as the idea is a new one and it is simply a matter of whether the plan commends itself to the buyer. If it doesn't the scheme is abandoned on both sides and the idea can be tried on some other buyer. This is a gamble which has some elements of success in it as it is selling an idea.

It may not be absolutely right, but since good ideas are readily sold, it is not often a failure and rarely results in loss.

The other phase of the question, however, is entirely bad, and that is submitting finished dummies in competition or submitting them on request from a buyer without knowing whether there is competition or not.

A TYPICAL CASE IN POINT.

Let me cite a typical example:

A catalogue or booklet has been decided upon and the purchasing agent turns in his chair and says: "Miss Jones, please take this letter":

Dear Sir,—We are getting out a catalogue, 24 pages and cover, size 9x12, etc., quantity 5,000, wire stitched.

Copy can be seen at my office.

Please submit cover design, treatment of title page and inside pages.

If your plan pleases us, and your price is satisfactory, we will be able to place the order with you.

Yours truly,

BLANK & Co.,

Per Jas. Smith,

Advertising Manager.

Then he adds: "Please send that same letter to Jas. Wilson & Co., the Quality Print Shop, the Alpha and Omega Press, the Wm. Erickson Printing Co., George Langley, Limited."

He gets back inside of a week five dummies costing from \$15 to \$30 each, totaling, say, \$100; five estimates worth \$5 each to make up. A total of \$125. The job sells for \$600 to \$800.

One man gets it and save his \$25 (sometimes)—often he has to alter his sketch materially. The other four lose, each \$25 or \$100, and as they must lose about one job in five on this basis it means that every firm participating in this kind of thing loses from 15 to 20 per cent. of the selling price by the time he gets his one order.

On the other hand this buyer gets for nothing this product of your brains and skill. He can select the best points of all the schemes, take one firm and have them combine them all in a final sketch to be O.K.'d.

This instance may seem exaggerated and many of you may claim it is, but it is not far astray, and if you will examine your own experience, you will find many evidences of its being substantially correct.

This point is very important and it is worthy a frank discussion—for to my mind it is a big item in this cost of getting business that should be stopped now before it grows any more.

Discussion of Mr. Rous' Address

Atwell Fleming, Toronto, said his firm occasionally received similar letters to that read by Mr. Rous. Some time ago they decided to try an experiment in connection with such a letter. A reply was sent to the effect that the business of the Atwell Fleming Printing Co. was designing as well as printing and they would be very pleased to make up a dummy embodying the customer's ideas at a cost of \$50. The prospective (?) customer did not reply.

B. F. Brown, B. F. Brown Co., Montreal, said the question was one which touched him very closely. He instanced a case where the manager of an insurance company called him in and offered him a job of printing asking him to use as a basis a very elaborate and beautiful dummy which had been prepared by a competitive concern. Mr. Brown thought this entirely unfair and declined the work. He believed that the man who put his brain and experience into it should receive more consideration and suggested as a remedy that all designs be charged for.

Atwell Fleming considered it very important that the Cost Congress should take some action in the matter. He said the condition which had arisen had become serious and must be met by concerted action. The preparation of expensive dummies on a purely speculative basis was an evil which had become very far reaching. Mr. Fleming believed it had started with the lithographers preparing dummies for insurance companies, but they had gotten together and now it was impossible to get a design from a lithographing concern without paying for it. The speaker told of a case which had come under his notice where a bank received four dummies for its annual report, any one of which would cost a considerable amount. As a matter of fact none of the four printing firms which submitted them got the order. "There is more in the printing business than doing good printing merely. Our main object should be to get something out of it for ourselves and our families," concluded Mr. Fleming.

J. W. Reid, King's Printer for Saskatchewan

IN a recent issue readers of PRINTER AND PUBLISHER were introduced to J. De L. Taché, King's Printer for the Dominion. This month J. W. Reid, Government Printer for the Province of Saskatchewan, is "the man of the hour," and we are sure the entire printing fraternity, both in Western and Eastern Canada, will be pleased to make his acquaintance.

J. W. Reid is a product of the prairie. Although born in England, he was reared on a farm in Southern Manitoba; he passed through all the varied experiences of pioneer life as the Manitoba farmers found it for 20 or 30 years prior to 1900. In 1893 Mr. Reid, inspired by a youthful ambition, decided upon becoming a school teacher, and after completing the necessary studies, he taught



J. W. REID

Government Printer, Saskatchewan

in his home locality for eight years, the last three in his home town of Waskada, Man. It was a very natural step from school-teaching to editing, and in May, 1903, Mr. Reid became proprietor of the *Waskada Expositor*. He didn't exactly found the paper, but took over the plant and business from others before the publication of the first issue. It was here that Mr. Reid proved himself a capable business manager and worthy newspaperman. For five years he operated the *Expositor* successfully, despite the comparatively small population of the town and surrounding country. But with the growth of the West, Mr. Reid grew in ability and ambition, and in August, 1908, disposed of his newspaper property at Waskada and decided to shift the scene of his activities to the neighboring province of Saskatchewan. After sizing up the several opportunities which offered, he finally decided to settle in Melville, where he established the *Melville Canadian*. That his choice was a wise one subsequent events have proven. Melville now has a population of about three thousand and is one of the most prosperous and progressive towns in the province. The *Canadian* not only helped to build up the town, but also shared to an increasing extent each year in the general prosperity of the citizens and merchants. Mr. Reid continued as publisher of the *Melville Canadian* until October of last year, when he disposed of his business and plant, having been appointed King's Printer for Saskatchewan on June 1. His predecessor was John A. Reid, but although bearing the same name, no relationship existed between them.

The experience of the years that are past have fitted him for the position, and at the same time there has been no diminution of the ambitious spirit that made him achieve the distinction of becoming a school teacher in those early days. PRINTER AND PUBLISHER joins with many others in wishing Mr. Reid continued prosperity and a long stretch of useful service to his country in the important public position he now occupies.

HOW OTHER PRINTERS DO THINGS

Illuminated Sign Used by Printing Firm

WHAT IS claimed to be the only advertising venture of its kind by a printing firm in Western Canada, and so far as PRINTER AND PUBLISHER is aware the only one in the Dominion, is illustrated in the cut herewith. This very attractive advertising sign is quite large in size and is on



This attractive painted sign, illuminated at night, has brought customers to the Public Press.

a one-storey building situated in the heart of the wholesale district of Winnipeg. It can be seen from Portage avenue, the principal business thoroughfare, where throngs of people pass hourly. The color scheme is very attractive.

As to its effectiveness from a business standpoint, the Public Press, whose office is located on Sherbrooke street, in the newer business district, say that many people when calling start the conversation by saying: "I saw your signs around town."

The small reading on the left reads: "High Grade Catalogues—Colortype Process Printing—Suggestions from Practical Men—Consideration—Economical Prices—More for Your Money." And in the right panel: "Complete Service to Advertisers—Illustrations and Engraving—Reliability and Responsibility—Ruling—Bookbinding."



A Useful Adaptation of Form 9H

ON THE opposite page is reproduced a form of statement of job cost production that is worthy of the careful study of every printer interested in knowing the cost of production in his plant and the best method of arriving at that cost. This form was adapted from the Standard Uniform Cost Finding System, Form 9H, by Hugh Peat, business manager of the News Publishing Co., Limited, Moose Jaw, and is being used successfully by that firm in summarizing and comparing the cost of production in their job department.

Every item of expense that enters into the cost of producing commercial job printing is fully taken care of. Included in the total is the cost of paper consumed, bindery leather and other materials, and linotype composition, the latter purchased from the newspaper end of the business. Thus the management is enabled to arrive at the net profit or loss on the month's transactions, as provided for in the

tables in the upper right corner. Below these profit and loss tables is a very valuable and comprehensive comparative statement, in which the records of profit and loss in both "job department" and "bindery department," which are conducted separately, are set down each month throughout the year.

The statement also goes farther than the ordinary Form 9H in the matter of averages in the press departments. In addition to showing the net cost per hour in each department, Mr. Peat's form provides for recording the total number of impressions and the total number of running hours on both cylinders and platens. From these figures the total number of impressions per hour is easily arrived at. Then follows the cost per thousand impressions, which is secured by reckoning the number of impressions per running hour against the cost per productive hour, as shown in columns L or M. This is highly valuable information, as is also that given by the other additions Mr. Peat has made to Form 9H.



Guarding Against Complaints

ONE OF THE most fruitful sources of friction and misunderstanding between customer and printer arises through the very common desire of the customer to "change his

mind" and consequently "tear the job to pieces" after it has been set and is supposedly ready for printing. Strange though it may seem the custom has grown up, fostered by ignorant printers and unscrupulous customers, of putting such work through on a contract without additional charge. This is a condition that must be contended with and the best plan appears to be to warn the customer beforehand that while he is perfectly at liberty to make author's alterations, same must be paid for on a time basis at regular rates. Obviously, the ideal time for conveying this ultimatum to the customer is when the proof is presented and this plan has proven very satisfactory in

| |
|--|
| <h2 style="text-align: center;">ROUGH
PROOF</h2> <p>¶ Where an Estimate has been given Alterations from the Original Copy will be charged Additional at regular time rates.</p> <p>¶ If a layout accompanies copy, same will be closely followed; if none is sent one will be provided in our office.</p> <p>¶ Proofs are pulled by hand on regular proofing paper, not on the stock the job calls for.</p> <p>¶ Additional charge will be made for press or color proofs where same are called for.</p> <p>¶ When samples of paper are enclosed with proof kindly O.K. the one which is selected.</p> |
|--|

Envelope corner used by Armac Press, Toronto.

the case of Armac Press, Toronto. The cut herewith is an exact reproduction of the panel on the proof envelope used by this firm. The problem of possible alterations is dealt with in the first paragraph. Other matters are mentioned in succeeding paragraphs, each of which conveys some information or makes a request that makes unnecessary the writing of a memo by the person sending out the proof.

An improved "Form 9h," Adapted by Hugh Peat, of Moose Jaw. See opposite page.

War Should Help Printing Trade in Canada

Depression of Past Year Will Give Place to Activity in Many Lines — Increased Opportunity for Canadian Manufacturers

IT IS SOMEWHAT early as yet to determine to what extent the printing business in Canada will profit by the great struggle going on in Europe but certain it is that the unsettlement of established trade channels will very directly benefit many Canadian industries and consequently the one essential to them all—the printing industry. It is already agreed that this is Canada's opportunity in a special sense and steps are under way with a view to taking advantage of it. Even though some industries that depend largely on export trade are sure to be adversely affected by the disarrangement of shipping there are dozens of other lines to which the cutting off of competition from Continental Europe will be a Godsend.

The commercial printing business is peculiarly fortunate in that it is a secondary industry, dependent on the state of trade in other lines for its patronage. It receives

for possessing. Printers should encourage Canadian enterprises at every opportunity. They should also give expression to cheerfulness and temperate optimism such as appears on the card issued by Southam Press and reprinted on this page.

The Western wheat crop, on which Canadians are wont to depend to even an undue extent, will realize in monetary value quite as much or more than that of 1913. The quality is reported good, the total crop fair, and the price per bushel will probably establish a new high record. Apart from the wheat production the revenue from wool, hogs, and dairy produce in the Western provinces has increased to a very considerable degree. There is also going to be an exceptionally good market for cattle and horses during the coming winter.

Altogether Canadians have a very great deal for which to be thankful and while unseemly optimism is always to be discouraged there is at the present time a greater danger that many in this country will refuse to see the opportunity and the duty that the disturbances in Europe and Asia have thrust upon us. There is a call to service to which every true Canadian should hearken and there is need for men of brawn and brain at home as well as with the armies of the allies in Belgium and in France. Let the call not be stifled—let no censorship be placed upon it. Every printer should endeavor to do his share to spread the message of good cheer that this is "Canada's Opportunity."

The Ottawa correspondent of PRINTER AND PUBLISHER sums up the situation admirably. It is probable that, allowing for local conditions, the situation in Ottawa is very similar to that in other parts of Canada. Here is what our correspondent says:—

"The printing situation in Ottawa, as a result of the European war has not as yet reached a settled basis. Printers as a general rule look forward to a largely increased business once the temporary shock is passed. With imports from the European countries practically at a standstill, it naturally suggests that the supply to meet the current and future demands of Canadians must be to a far greater extent produced by the manufacturers of Canada. To market this new or increased output of Canadian industry will require printed matter, and this should materially increase the work for Canadian printers. As there will be a stoppage of imported goods, there will also be a discontinuance of the flood of imported matter in connection therewith, and this should to a large extent work to the benefit of Canadian printers.

"In the meantime the printers of Ottawa have no cause for complaint. In some lines there is a slackness apparent, but as a general rule business is fully up to the usual standard for this time of year.

"The Bank Note Companies, of which Ottawa is the headquarters in Canada, report a large number of hold-up or cancellation orders in connection with the printing of bonds which were intended for flotation on the European market.

"The Government printing bureau is working at its normal capacity, and on account of the special session of parliament it has been necessary to institute a night staff to issue the Hansard."

Canadians—Be Cheerful!

THERE seems, just now, to be a disposition among many Canadian Business Houses, and Canadians as individuals, to become "panicky." This shouldn't be. Canada must produce if anything on a larger scale than ever. Goods that have previously been secured in Europe at least many of them can and will have to be produced here. It will require increased production in a great many lines to look after the wants of the Motherland and her Allies.

The Canadian, particularly the Ontario, farmer has not fallen down a guarantee that we will not starve.

The one greatest danger lies in the "panicky," pessimistic viewpoint some of us appear to be taking, as evidenced by the hurried discharging of help and the corraling of provisions by those who have the necessary wherewithal. This "hogging" of the food supplies can only lead to greater hardships for the less fortunate—those discharged. It is extremely selfish and unfair.

We are up against the biggest thing in our history—in the world's history. We would strongly suggest that we be cool-headed, confident and humanely courageous. Let us handle it as Britons always have and, above all, **be cheerful!**

Copy used on attractive hunger issued by Southam Press, Ltd., Toronto and Montreal.

support from every other trade and profession, for without printed matter the transaction of business is practically impossible. Business conditions in Canada have been considerably depressed during the past year and as a result the printing industry has suffered but an immediate improvement should now be looked for. As pointed out in another article in this issue Britain and her allies and many neutral nations are looking Canada-wards to-day for food and clothing and the necessities of life in a way that should make us realize the very truth of the oft-repeated slogan "Canada—the bread basket of the Empire." To be sure, a great deal of this inviting trade must be shared with the United States but much of it will come to Canada if our captains of trade and our manufacturers display that degree of wisdom and far-sightedness they are given credit

REVIEW OF SPECIMENS

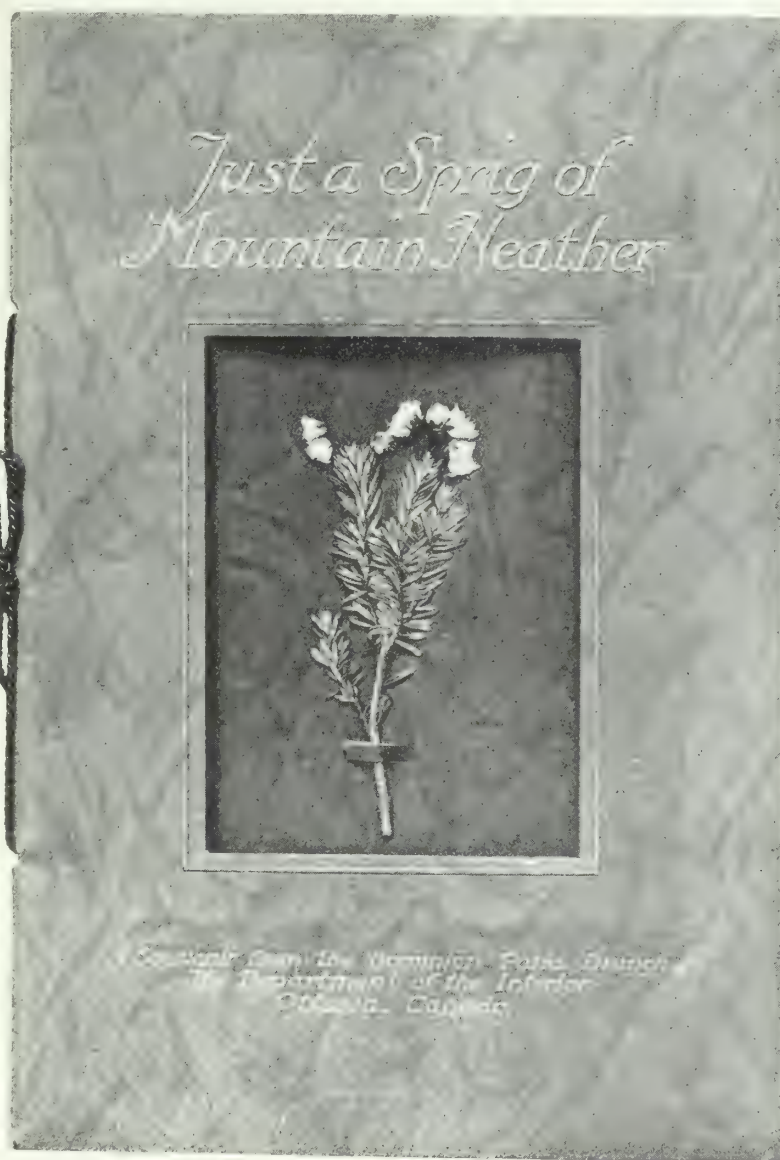
REFRESHINGLY individual in the character of its design is the booklet entitled, "A Sprig of Mountain Heather," designed throughout by Harry W. Leggett, Ottawa, for the Department of the Interior and printed under his direction by the Mortimer Co., Ottawa. The whole booklet from cover to cover breathes the breath of the wildwoods in a manner that induces a keener appreciation and interest in the message it conveys. And, by the way, the intention of the booklet is unique, and marks, we believe, the first effort of the Dominion Government to advertise the mountain playgrounds of Canada. The great advantage of these wonderful scenic parks is dwelt upon to some extent. Not only do they add to the wealth of the country by attracting tourists, but no one who visits them can come away without being benefited in every way.

One cannot but be impressed with the cover, probably to a great extent because of the little touch of nature given it by the introduction of an actual sprig of heather, fresh from the Simpson Pass, in Rocky Mountain Park. But the cover stock itself is happily selected, being the Strathmore Wild Grass in a nut brown shade. The lettering is in gold and embossed. As will be noticed by the illustration herewith, in the centre of the cover a rectangle has been cut out, the cover folded back so as to form end leaves, and that this end-leaf constitutes a background for the cut-out por-

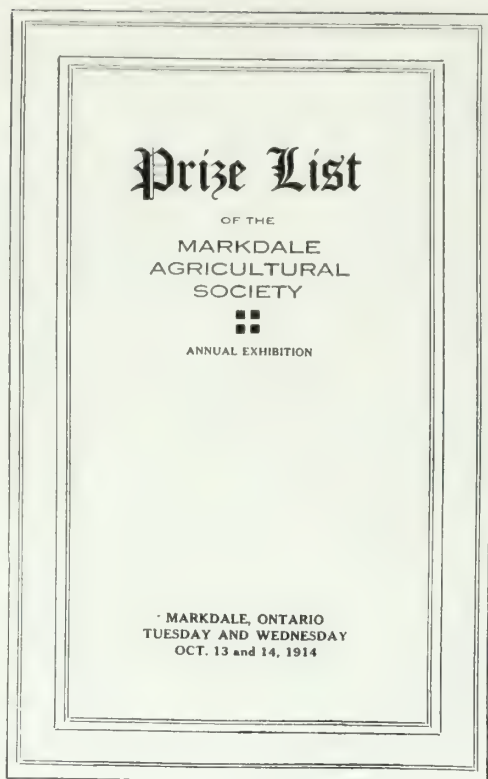
tion. Within this rectangle is deftly inserted a sprig of heather, which is kept from being crushed by a panel of cardboard placed within the edge of the cut-out portion. The colors of the cover blend together in a beautifully harmonious manner and an olive green silk cord, with which the booklet is bound matches well the green and brown of the heather. The inside pages are printed in olive green and black on India tint Strathmore Japan. The character of their arrangement is simplicity itself, and

the type face used throughout is Caslon Old Style and Italic. In the upper outside corners and lower outside corners of each alternating double page appear vignetted half-tones depicting typical scenes in Canadian National Parks. These half-tones are printed by the offset process in the olive green ink. The whole make-up and appearance of the booklet reflects great credit on Mr. Leggett and the Mortimer Co. The booklet is enclosed in a special envelope harmonizing perfectly with the cover paper.

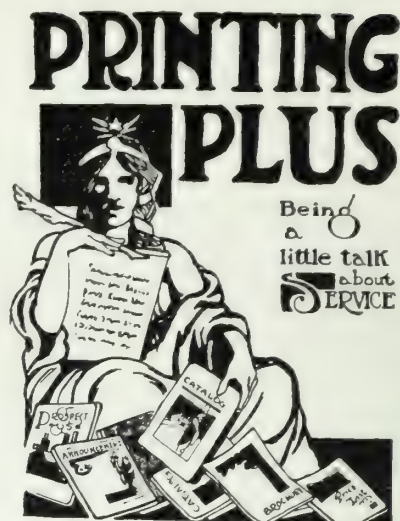
From the Markdale (Ont.) *Standard* comes an interesting prize list unusually pleasing for this class of work. The cover has been well designed and harmony is preserved by printing the main line and ornament, which are of a heavier character, in green ink, while the balance of the matter and the border is in brown. The text pages and the advertisements have also been handled fairly well, but the matter would have been im-



That impressive printed matter is not an accident, but rather the result of a keen understanding of the subject at hand and the possibilities of available material, one cannot but feel on viewing the booklet above, designed by Harry W. Leggett, Ottawa.



Plainness is far from being a handicap in this attractive and interesting cover page from Markdale (Ont.) *Standard*.



An impressive cover when printed on the buff Strathmore de Luxe of the original. Designed by Welland (Ont.) *Telegraph*.

proved if a little more white space had been used in a few of the advertisements, and if a simple border had been placed around each of them. The cover of the prize list is reproduced on this page.

In the booklet, "Printing Plus," by the Welland (Ont.) *Telegraph*, is one piece of printers' publicity that bears out the truth of the statements it makes. Just notice the opening sentences: "Candidly, there is much more to printing than mere printing. Printing, in its lowest strata is mechanical. In its highest it is printing plus. Printing plus is planning, writing, arranging, designing, selecting the paper, type and inks—and then printing. Your folders, booklets, catalogues or letters should not alone be up to the standard of printing excellence, but should have as well that force and individuality that demands attention, and finally an entire atmosphere of appropriateness." And these truths are well worked out in the design and character of this booklet. The paper used throughout is the



PRINTING PLUS



BROCHURE PREPARED BY THE WELLAND TELEGRAPH, AND SENT OUT BY THEM AS AN EXAMPLE OF THEIR TYPOGRAPHY & LETTERPRESS

DESIGNS BY CLAYTON DUFF. PLATES BY THE ONTARIO ENGRAVING COMPANY OF HAMILTON. COVER AND BOOK PAPER "STATHMORE DE LUXE," BUFF—BUNTIN, REID & CO., SELLING AGENTS.

buff Strathmore De Luxe. The colors of ink are black and a reddish brown. The cover design is unique and striking in character as are also the numerous appropriate designs and two-color illustrations appearing throughout the brochure. The type used for the text pages is the ever-dependable Della Robbia. Probably one objection to the appearance of the booklet may be raised, and that in respect to the heavy appearance of the borders surrounding the pages and the backgrounds of the illustrations. This heavy effect is produced by having this portion printed in such a dark color, if a lighter tint had been used the appearance would be improved and proper harmony of tone secured. The cover of the booklet is here reproduced.

An oddly designed but very interesting and attractive booklet comes to hand from the Thorold (Ont.) *Post*. The cover of the booklet bears nothing but a border composed of two panels, each of which has the centre cut out showing the first text page

A very dignified and pleasing enclosure to the booklet by Welland (Ont.) *Telegraph*, illustrated at the top of this page.

in a couple of letter heads, one a partially hand-drawn design, the other purely a type design, but each has been very carefully handled as will be seen by the illustration herewith. The one bearing the hand-drawn heading secures a very dignified effect by being printed in two shades of blue on pale blue stock. The other is also printed in two shades of blue, but on white stock, and on the reverse side

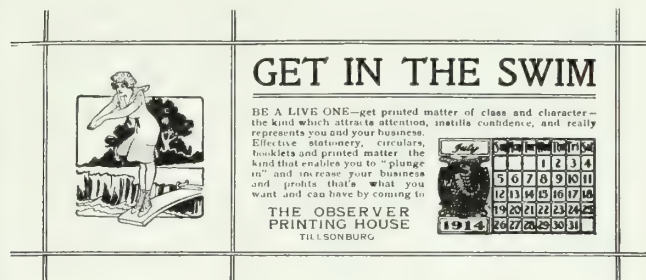


An interesting method of classifying the material of a booklet is shown in the above specimen from Thorold (Ont.) Post.

and the matter and illustrations it bears. In the centre of the booklet is a series of pages, gradually increasing in size, as will be seen by the illustration. These pages are indexed and each bears a separate item of the service of the Thorold Post. Although only the titles are first seen, when one lifts up the flap of the page above a few straight from the shoulder pointers on each item are disclosed.

"Get in the Swim" is the title of a neatly designed and interesting blotter from the Observer Printing House, Tillsonburg, Ont. The design is unusual for a blotter, but in no way detracts from the message it presents. The illustration, while it links up well with the message, is also appropriate as an accompaniment of the calendar.

The Ailsa Craig (Ont.) Banner, send

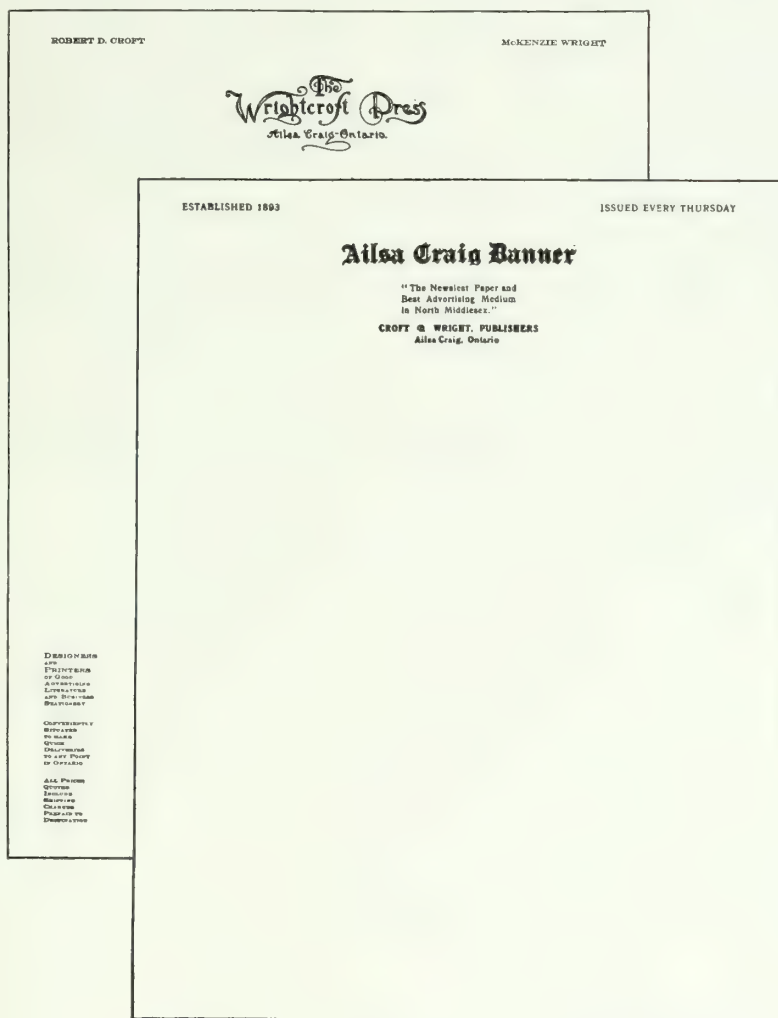


A novel blotter arrangement from Tillsonburg (Ont.) Observer.

of the sheet is printed a reproduction of the front page of the newspaper. This extremely valuable feature serves to give the prospect a fairly good idea of the character of the paper.

Some very interesting and well-arranged typographical specimens are being turned out by R. A. N. Jarvis, of the Union Advocate, Newcastle, N.B., a few of which have recently come to hand. Simplicity of design and a strict adherence to the rules of harmony and balance seem to be the governing factors in their production. Probably the best of the specimens are the three letter-heads and label here reproduced. It will be noticed that in all specimens, with one exception, a single type face has been used throughout. The dignity and compelling force of a simple arrangement are admirably presented in each of these specimens.

Particularly pleasing in the simplicity of their design and the novelty of their arrangement are the examples of printing received from J. W. Short, of the Hurley Printing Co., Brantford. Looking over these specimens for a few minutes one may think there is little in them. But that is just the point. The true artist ever loses himself and his art in the subject of his expression. These specimens from Mr.



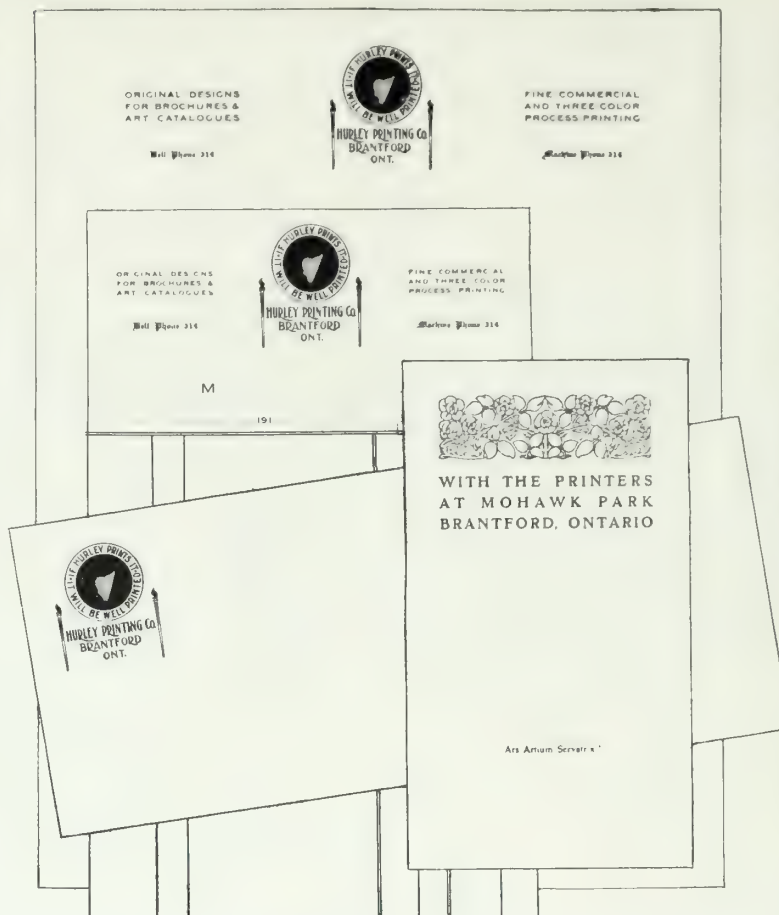
That simplicity in the letterhead may be made to give dignity and sincerity to the correspondence is evinced in the above designs from Ailsa Craig (Ont.) Banner.

Short are worthy of careful study on the part of typographers. The letterhead, statement and envelope are printed in black and yellow on white paper. The folder is printed in grey ink on India antique stock.

Some very excellent complete service work is being performed by the Dodd-Simpson Press, Ltd., Montreal. This firm brand themselves as Idea Mongers, Artists and Artistic Printers and considering the quality and character of their little booklet, "Fashions," they well deserve the titles they have adopted. All of the work on this little booklet, the designing, engraving, printing, binding has been performed within the four walls of their establishment and reflects great credit upon their ability. The cover of the booklet is white antique printed in black and orange. The inside pages are in the form of a portfolio of fashion plates printed in black ink on white coated paper which has been "roughed," thus cutting the sharpness of the coated stock and giving the pages a very soft and quieting appearance.

That some compositors consider it as infinitely necessary to give the commonest piece of work just as much attention and study as the larger and seemingly more important order, is evidenced by an interesting group of every-day specimens received from E. A. Lambert, Montreal, Que. All seem to have been given an individuality that raises them far above mediocrity to a position of influence and power. A study of the specimens will reveal that Mr. Lambert has accomplished this result by suiting his arrangement to his copy, by favoring simplicity rather than elaboration and in many cases by the use of an ink and stock quite uncommon, especially for this class of work. The business card of a cobbler is to him as deserving of careful consideration as the catalogue of a jeweler, and justly so.

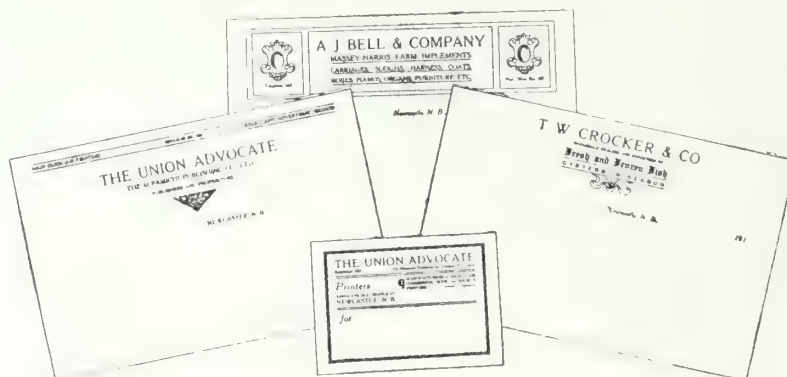
A most impressive and well-printed book of views is "Edmonton Illustrated," just produced by The Esdale Press, Limited, Edmonton.



Practically all of J. W. Short's work is characterized by well thought out arrangements and uncommon color combinations.

overlay work has been perfected beyond improvement. After a portion of the work was printed it was found that a dozen hours were required to properly overlay each form, as the work was done by hand. Immediately a patent overlay process was purchased with the very satisfying result that the overlay time was cut down from twelve to not over two and a half hours for each eight page form. One thing, however, it is rather difficult to notice any particular difference in the appearance of the pages handled by the two separate methods of overlay. All are in beautiful condition. Evidently the pressmen of The Esdale Press are past masters in the art of paper and paste.

The credit is not altogether due The Esdale Press, however, but a considerable portion should in all justice be extended to McDermid Engraving Co., Limited, also of Edmonton, who handled the engravings and produced a quality of work throughout the book that made possible the pleasing results obtained in the printing. It is regretted this view-book was received too late in the month to ensure reproduction of the cover in this issue.



A few well arranged commercial specimens from A. R. N. Jarvis, with the Union Advocate, Newcastle, N.B.

Good Prices Offered for Waste Paper

PRICES FOR printers' waste paper, as secured from Toronto dealers, indicate a general rise. The most noticeable is the price offered for manilla or kraft sweepings, which has jumped to \$1 a hundred. The reason for this is the cutting off of the supply from Sweden. The following are the prices on principal lines:

| | Toronto |
|--|---------|
| Shavings from white book papers (unprinted) | \$1.50 |
| Shavings from mixed book papers (white or colored) | .60 |
| Waste sweepings | .40 |
| Discarded publications (magazines) | .60 |
| Straw or pulp board clippings | .40 |
| Manilla or kraft clippings | 1.00 |
| Twine and rope sweepings | .65 |



Only Slight Advance in Metals

UP TO THE time of going to press no serious advances have taken place in the prices of linotype, monotype, stereotype and other printing office metals. There has been a serious advance, however, in antimony and tin, which are, of course, two of the principal components. This is due to the tying up of shipping between this country and England and the embargo placed upon metals by the British Government. However, as it has been officially announced that shipping is again open and as it is expected that the embargo will be lifted shortly, it is thought that shipments of antimony and tin will get through to Canada almost as soon as the stock now on hand is exhausted. This is, of course, merely problematical and it would seem as though printers requiring an additional supply of metal cannot make any mistake in securing it at once. In view of the uncertainty of the situation it would be well also to take especial care to conserve the supply of metal on hand and make plans to release all possible that may be tied up in standing matter. The following are the prices quoted f.o.b. Toronto, August 25:

| | | |
|-------------------|-------------------|-------------------|
| Linotype | \$1 $\frac{1}{2}$ | \$1 $\frac{1}{2}$ |
| Stereotype | 7 $\frac{1}{2}$ | \$1 $\frac{1}{2}$ |
| Combination | \$1 $\frac{1}{2}$ | 98 $\frac{1}{4}$ |
| Monotype | 10 | 12 |
| Typecaster | | 18 $\frac{1}{2}$ |
| Electrotype | | 7 $\frac{1}{2}$ |
| Monoline | \$1 $\frac{1}{2}$ | 83 $\frac{1}{4}$ |
| Typograph | \$1 $\frac{1}{2}$ | 83 $\frac{1}{4}$ |



Shortage of Colored Inks Threatened

OWING TO the cutting off of the supply of dyes from Germany, there is a strong probability that the printing trade in Canada will shortly experience an unprecedented scarcity of colored inks, especially bronze blues, and others made on a lead or alumina base. It is difficult to say at present to what extent the printing ink situation will be affected by the suspension of trade between this country and Germany and, of course, so long as the present stock of the ink concerns holds out, no inconvenience will be felt. If any advances are made owing to the expected shortage, blues will be the first to be affected, as the principal ingredient is manufactured in Germany. There will be no shortage of blacks, although it will be impossible to produce blacks of great density for the same reason that it will be impossible to manufacture bronze blue. As both Great Britain and the United States are in precisely the same position as Canada, it is not expected that any help will be forthcoming from these quarters, so that it is a case of the ink makers of this country holding out as long as they can with their present supply. A proposal has been made to commence manufacturing the necessary dyes in the United States, and if this is done it is probable that Germany will permanently lose this trade from the whole of North America. In the meantime, the ink manufacturers promise not to advance prices unnecessarily.

Record of Daily Paper Advertising, July 1914

| | Display | Classified | Total |
|------------------------------------|---------|------------|---------|
| St. John Standard | | | 250,432 |
| Halifax Herald and Mail | | | 645,890 |
| Montreal Star | 619,095 | 205,645 | 824,740 |
| Montreal La Presse | 557,626 | 163,500 | 721,126 |
| Montreal Gazette | | | 385,434 |
| Ottawa Journal | | | 427,616 |
| Toronto Telegram | 421,820 | 282,940 | 704,760 |
| Toronto Star | 426,580 | 92,540 | 519,120 |
| Toronto News | 280,560 | 23,100 | 303,660 |
| Toronto Globe | | | 440,250 |
| Toronto Mail and Empire | 263,060 | 100,800 | 363,860 |
| Toronto World | 264,740 | 29,120 | 293,860 |
| London Free Press | 296,800 | 50,470 | 347,270 |
| Winnipeg Tribune | 422,210 | *33,072 | |
| Regina Province and Standard | 259,982 | 50,960 | 310,942 |
| Calgary Herald | 537,204 | 159,206 | 696,410 |
| Calgary News-Telegram | 453,560 | 145,532 | 599,092 |
| Calgary Albertan | 462,524 | 64,348 | 526,872 |

*Count lines.



Paper Market Affected by War

ACCORDING to one authority, an advance of from 10 to 15 per cent. can be looked for on bond and book papers. Not only are the mills in danger of being crippled for want of a sufficient supply of sulphite, but colored papers are also affected by the cutting off of the supply of aniline colors and dyes from Germany. If the war is prolonged, however, it is likely that United States chemists will find a way out of this latter difficulty. Good rags are extremely scarce and this is almost certain to cause an increase in the price of high grade bonds and ledgers. Coated papers are affected by the withdrawal of European supplies, the clay for making which comes from the west coast of Cornwall. Altogether it would appear that printers would be well advised to confirm prices on job printing papers from day to day and make all quotations on work requiring a considerable quantity of paper subject to change. It would seem desirable also to increase prices on new work proportionately with the unsettled conditions and consequent risk prevailing at present.



Western Press Meetings Postponed

BOTH THE Annual Meeting of the Manitoba-Saskatchewan Division of Canadian Press Association and that of the Alberta and Eastern B.C. Division have been postponed, owing to the European war. It was decided, after careful consideration, that it would be advisable to at least postpone these meetings and perhaps cancel them altogether for this year, leaving the respective executives to deal with whatever business may arise.

Unfortunately word of the postponement of the Manitoba-Saskatchewan Convention did not reach PRINTER AND PUBLISHER until after the cover for this month's issue had been printed, which accounts for the reference to the meeting in the panel "In This Issue."



AUTHORITATIVE information has come to PRINTER AND PUBLISHER that a good many subscription canvassers have come over to Canada from the United States during the past few months and in some cases have been working for Canadian publications under assumed names. It would be well for circulation managers to insist upon references and investigate same thoroughly before engaging canvassers whom they do not know personally. Honest canvassers should have no difficulty in establishing that fact, so no injustice will be done if the above suggestion is made an invariable rule.

Sell Seasonable Copy—Not Merely “Space”

An Idea That Will Secure Extra Advertising and Render a Service to the Community—Give the “Loyalty” Campaign a Trial

“OH, I GUESS I’ll leave my ad out this week. I really haven’t time to write one and what’s the use anyhow—the people of this town would rather order from a catalogue, send their money down to the mail order house and pay express on their goods than support the stores right at their doors.”

Did you ever have a dry goods merchant or a hardwareman or some other local retailer talk to you like that? Of course you have—so often that you should not be blamed if you get a trifle impatient once in a while. And yet, Mr. Publisher, you are partly to blame if you accept such excuses from an otherwise competent and reasonable retailer.

In the first place he generally has plenty of time to write the ad and he would really like to have it in the paper but he hasn’t the ability to prepare copy that pleases him and will pull trade and he doesn’t like to admit it so just says he “hasn’t time.”

And in the second place he is dead wrong in believing that his own townspeople really want to send their orders out of town. If he and other retailers and you, Mr. Publisher, would start a straight-from-the-shoulder campaign to educate the deluded public, showing them that they are building ‘teen storey buildings for mail order houses in the big cities at the price of impoverishing their own community, that same public would feel sufficiently ashamed of themselves to join you in boosting home trade. And have you, Mr. Publisher, made it clear to your objecting prospective advertiser that one of the principal reasons the big city stores take trade away from him and other local dealers right under their noses, as it were, is because they ask for it. There’s more in that slogan that John C. Kirkwood handed out than just a convenient, trite saying. “Shop where you are invited to shop” is the easiest thing in the world to get the public to do and it’s the secret of success of every mail order venture. If the invitation is attractive and persistent the public will always respond.

But to get back to the first point—the real reason for many an excuse—it’s up to you to get behind that blind. PRINTER AND PUBLISHER is ready and anxious to help you do it. The retailer wants you to write the copy for him. You can do this and incidentally teach him to write it himself. Make him see that he is supplying the ideas and you are putting them into proper dress for him. Now as a starter—to help you and to help the objecting retailer—we have prepared a number of strictly seasonable advertisements that only need prices filled in and correct names and addresses added for use in your paper. They are shown on the four-page insert following this page. Read them. Analyze them. Then go forth and sell them. Other publishers will do it. So can you.

There is another motive behind these advertisements besides the supplying of good copy, attractively set, for you to submit to your retailers. Did you notice the emblem that appears in each advertisement?—that little flag containing the words, “Be loyal to your own community.” Therein is an idea that, if properly applied, will invigorate and rouse the spirit of loyalty in your community—loyalty to your home town and its merchants—and incidentally your advertising columns will share in the prosperity. There are three principal reasons why we believe this “Loyalty” campaign can be successfully operated and on the strength of which we would urge publishers of newspapers in the small cities and towns to take it up immediately.

First.—The assiduous competition of mail order houses demands aggressive action. They are the worst enemy to your retailers and consequently to your advertising columns and the public generally. Everything that your newspaper can do in a general way should be done and every co-operation you can give to local advertisers should be given, with a view to effectively off-setting this competition. Can you enthruse your retailers to see what they can accomplish if they will co-operate with you?

Second.—The occasion is a particularly propitious one. Loyalty to flag and country is uppermost in the public mind—so much so that unless held in check it is in danger of excluding all other considerations. The campaign suggested lends itself very readily to this prevalent spirit. Your challenge doesn’t jar on the public mind—it just breaks in naturally. The use of the flag design was decided upon with this end in view.

Third.—The words used, “Be loyal to your own community,” are the same as those appearing as the slogan on one of the “advertising” advertisements now running in over 300 weeklies, co-operating with Canadian Press Association in stimulating local retail advertising.

Co-operation is being given by other trade papers—sister publication to PRINTER AND PUBLISHER, Canadian Grocer, Dry Goods Review, Bookseller and Stationer, Hardware and Metal—these four papers will all carry the message of this campaign to their readers and reproduce the advertisements pertaining to their own particular line.

Electros of the small emblem will be supplied to readers of PRINTER AND PUBLISHER at cost price, 15 cents each, post paid. Cash must accompany order. If larger cuts are desired these can be obtained also at prices in proportion.

The copy for the two advertisements appearing on page 42 was submitted in an advertisement-writing contest conducted by the Waverly Press, Toronto. One of the requirements of this contest was that no advertisement should contain more than fifty words.

Advertisement Competition is Extended

THE Newspaper Advertisement Competition announced in the past two issues of Printer & Publisher has been extended to September 21. This will give many compositors an opportunity of joining in the entries and those who have already entered to submit one or two other designs. The copy and rules appear on page 77 of the August issue. Look them up and send your entries to reach this office not later than September 21. Address “Newspaper Advertisement Competition,” Printer & Publisher, Toronto.

Making War on Dirt

Housewives armed with some of these high-quality, dirt-eliminating, germ-killing cleaners can make their charge on fall housecleaning a decisive victory. Cleaning day battles are quickly won with a big saving of time and labor. Look over this list carefully, supply yourself with good ammunition, and the siege will be of short duration.

WASHQUICK SOAP saves rubbing in washing and scrubbing. A big bar for 5c

BLANK'S LYE for cleaning sinks, drains, etc., a powerful disinfectant. Large and small tins, 10c and 5c

SWEEPING POWDER—a sanitary, dustless sweeping compound; brightens carpets, saves dusting. Jumbo size tin 25c

AMMONIA POWDER in boxes, for softening hard

water, makes dish washing easy 5c and 10c

CLEANSER POWDER for cleaning bath-tubs, pans and kitchen utensils of all kinds. Convenient sifter cans 10c

SILVER POLISH — produces a quick, lasting shine—does not scratch—use it on your best silverware. Round cakes 10c

BROOMS AND BRUSHES. We carry a full line of high quality brooms and brushes at all prices.

*Use the telephone or send the children.
We guarantee satisfaction or refund your money.*

John Brown & Son

Quality Grocers

PHONE 695

PETERBORO, ONT.





"My Shoemaker"

HIGH-CLASS SHOE REPAIRS
MODERN EQUIPMENT BEST SERVICE
BEST QUALITY STOCK

For convenience Phone
and we will call for and
deliver your repairs.

"We Mend 'Em The
Electric Way."



2076 Queen St. E.
Opp. Leuty Ave.
Phone Beach 1807

Also at
283 Gerrard St. E.
Phone Main 5493

REED'S East End Department Store



SIX MODERN
DEPARTMENTS

PROMPT SERVICE
GUARANTEED

"Our Main Line
is Quality Line"

Watch for special window
display of Fall importations
of Dress Goods and Silks and
Paris and New York Millin-
ery Models for Fall.

2012 Queen St. East

Phone Beach 280

Before-the-War Prices

War Means Economy

SCARCITY OF MONEY is one of the first effects of war. Fortunately we in Canada are in no danger of feeling the "pinch" of hard times to any great extent, but we do feel instinctively and rightly that we must get good value for every dollar expended and confine our food requirements very largely to the realm of necessities. The following list of staples has been carefully compiled with a view to conveying valuable suggestions to the citizens of Orillia. The prices are consistent with our usual quality standards.

| | |
|---|---|
| Sugar, best quality, \$6 per cwt. | Canned Peas, per tin..... |
| Rice, a most nutritious food, 10 lbs. for 80c | Canned Corn, per tin |
| Flour, A1 Brand, per cwt.. | Pork and Beans, small or large tins |
| Macaroni, no better nourishing food, per lb..... | Breakfast Bacon, sliced any thickness, per lb. |
| Rolled Oats, the Scotchman's breakfast | Cooked Ham for luncheon, per lb. |
| Canned Salmon, a meal for the family, per tin..... | Tomato Catsup, fine for cold meat, per bottle |
| Canned Tomatoes, per tin. | |

"The
Better
Grocery"



Clean
Delivery
Service

WILSON & HOLMES

TELEPHONE 276

PERTH AVENUE at Maple Street, ORILLIA, ONT.



OUR MUTUAL INTEREST will be advanced if you purchase your office stationery requirements from us. You can benefit both in price and service by ordering your supplies from us rather than patronizing outside firms and incidentally helping to hold back our own town. Our stock of blank books, loose-leaf supplies, binders, filing devices, typewriter supplies, etc., is very complete and offers special inducements.

Several Rebuilt Typewriters At Prices That Are Most Inviting.
Excellent Values in Desks, Filing Cabinets and Safes—Office Furniture of All Kinds.

HOWARD, FRANCIS & CO.

"COMPLETE OFFICE OUTFITTERS"

FORT WILLIAM



Millinery

Opening display of Fashion's Decree in Fall Head-gear for discriminating women, to be held

Monday, Sept. 18
till
Saturday, Sept. 23

An exclusive and authentic display of new and beautiful modes in Millinery, showing the latest productions from the hands of the World's most famed designers in Paris, London and New York. You are invited to call and inspect this display.

Miss M. Pringle
Meredith, Ont.

Be Loyal
To Your Own
Community

What is More Inviting Than
a Comfortable Chair, Cheery
Warmth and a

Good Book

OUR LIST of fall reading is unusually attractive. It includes the best work of several of the most popular authors. Below are a few typical offerings. Please feel at liberty to come in at your convenience and look over our entire stock.

"The Eyes of the World,"
Harold Bell Wright.

"Whoso Findeth a Wife,"
J. Wesley Putnam.

"Your Affectionate
Grandmother,"
Elinor Glyn.

"The Pretender,"
R. W. Service.

"With the Victorious
Bulgarians,"
Lieut. H. Wagner.

"The Bail Jumper,"
R. J. C. Stead.

WAR MAPS
25 CENTS EACH

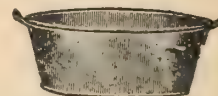
Hart & Roscoe
Booksellers and Stationers
266 Peel Ave., St. Thomas

Be Loyal
To Your Own
Community

6 Seasonable Suggestions



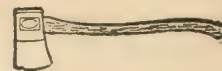
STEP-LADDERS—The house-cleaning season is rapidly approaching, and a good step-ladder is indispensable during the important event. Next week we will sell strong, reliable ladders equipped with pail rest and well braced. 4 foot, 90 cents each; 5 foot, \$1.00 each; 6 foot, \$1.25 each.



THE BABY'S BATH.
A special next week for the babies. We will sell an 18-inch oval japanned bath made of heavy metal with strong handles at each end and reinforced edges for\$1.25



FOOD PRICES can be kept down by using a food chopper. The little book accompanying the chopper tells you how to do it. You can save the price of the chopper in one week's use. Come in and let us explain how it works. Sold on a money-back guarantee. Price\$1.25 each



A GOOD AXE. Every home should be supplied with a good axe, and we are going to do our share in bringing about this end by offering a high-grade handled axe, ready for use, at 98c



HAMMERS. Do not use a flat-iron for a hammer when you can purchase a serviceable household hammer at an exceptionally low price. We are selling a householder's hammer at 25c



GATH-ERING LEAVES is a tedious job if you have not got the proper equipment—a pleasure though if you have one of our double-toothed 20-inch wire lawn rakes which we are now selling at 45c each

Harris & Pratt

"The Reliable Firm"
45 West Ave. Phone 79
BROCK, SASK.

NEWS OF PRINTERS' ORGANIZATIONS

NEW PRICE LIST FOR MONTREAL AND DISTRICT.

THE MONTREAL Printers' Board of Trade has issued the following letter, which is fully self-explanatory:

To the Employing Printers of Montreal, Nearby Cities and Towns:

The new edition of "Schedule of Minimum Prices for Printing" has been carefully revised and made to conform to the latest experiences obtainable from approved cost systems. Being issued in loose-leaf form it will be kept up to date, and all subscribers will be supplied with corrections and additions as made.

Particular attention is called to the following important features:—

1. Points for estimators, which will be found available in preparing estimates.
2. Classification of presswork, platen and cylinder.

3. The ink scale on pages 13 and 14 has been carefully compared with the experience of a very great many offices, the tests covering a period of more than two years, and several hundred printed sheets conforming to the various classifications as to size of sheet and percentage of surface cover. We believe that its use on the first large job estimated will pay for the book.

4. Tables showing equivalent weights of paper contain the result of nearly five thousand calculations, covering all probable sizes from 20 by 25 to 45 by 67, enabling you instantly, without any calculation whatever, to determine the weight of any of these sizes on any of the usual basis weights.

A committee has been working for some months gathering the time consumed in the different operations of the bindery, and we trust that shortly we will be able to arrive at a proper basis for the selling of all bindery classes from pamphlet work to full bound work.

Copies of the books, bound in full limp leather, may be had at \$5.00 each, at which price it will be kept up to date indefinitely without further charge, as explained in the first paragraph.—CHAS. H. TICE, Manager.

WINNIPEG BOARD HAD EXHIBIT AT FAIR.

PRASEWORTHY enterprise was displayed by the Winnipeg Printers' Board of Trade when they installed a printing plant worth \$20,000 at the Winnipeg Exhibition, held during the latter part of July. Its primary object was to help the exhibition along



The Winnipeg Board had a good exhibit at the recent Industrial Exhibition.

by advertising it in an official daily bulletin issued each day on the grounds. The exhibition officials were supposed to furnish the copy for this bulletin, but they fell down on their assignment. The manager of the Printers' Board had to get out and do some tall hustling to keep the machines going. Much of the news contained

in this bulletin consisted of happenings on the grounds and general exhibition gossip.

The equipment consisted of 1 Intertype, 2 Linotype machines, a model 15 and a model K, 2-magazine machine, a 10x15 C. & P. Gordon with a Humana feed, an 8x12 Gordon, a 10x15 Peerless, a 24x36 Stonemetz cylinder, a Rosback wire stitcher, a 26-inch C. & P. cutter, a copper plate printing machine, an envelope-making machine and a counter check book machine, all of which were connected with individual motors.

The Mergenthaler Linotype Co., the International Typesetting Co., the Wawanesa Counter Check Book Co., and others furnished material and machinery.

Staff to operate machines were borrowed from plants where they could be spared, and some were hired. At the close of the Exhibition there was a pay roll of \$250 for the week. In all, thirty-five people were employed continually. Everything was under the direction of Alvin S. Dunbar, manager of the Printers' Board of Trade. In the last issue of the bulletin, there appeared an interesting account of the aims and objects of the Board.

During the week, considerable work was picked up from the grounds, such as business cards, signs for booths, a two-color facsimile of the front page of "Motor and Sport," a new local magazine. A large number of letterheads were also run off for the use of the Board. The expenses altogether were in the neighborhood of \$2,000, with an income of \$500 from printing and advertising in the daily bulletin.

MANAGER OF TORONTO BOARD LOOKS FOR REVIVAL.

TORONTO is very quiet, so far as printerdom is concerned, and will evidently remain so for the next thirty days, but there is no reason to become pessimistic, as the good crops this year and the necessary purchases of military supplies will release a large amount of money and create considerable real business and the printers are sure to get their share. There is no need for a panicky feeling and cutting of prices, because at present most buyers of printing are only buying for current needs. The next two months should see a general revival of business and an improvement in prices.

Preparations are being made for the Fall and Winter classes in Estimates and Cost System work, of which announcement will be made shortly. It is expected that these will be larger even than those of last Winter.

If printers generally were to realize that this temporary lull in business was their opportunity to get together and open a campaign of public education in the value of printing to commerce and manufacturers and business generally, it would be the best thing that ever happened to them. The public knows too little of the printing business and much of what little it knows isn't true.—DANIEL BAKER, Manager.

PRESIDENT OF U.T.A. VISITOR TO CALGARY.

Geo. M. Courts, President of the U.T.A. & F.C. of A., accompanied by Miss Courts and Miss Murphy, were visitors in Calgary, arriving August 18. They were entertained at dinner by the Calgary printers and their wives and shown the city in an auto drive. Their stay in Calgary was prolonged by one day through the sudden illness of Miss Murphy. They were able, however, to continue their journey to Winnipeg on the 20th.

R. S. Van Pelt, manager of the Edmonton Printers' Board of Trade, journeyed to Calgary to meet Mr. Courts and party on their recent visit and took the opportunity to call on the local printers with a glad hand and a pleasant smile.

W. VAN HINKLE, Manager.



THE EDITORS' VIEWPOINT

Wisdom, Confidence, Action

A TITANIC struggle is going on in Europe. We in Canada are not only involved as contestants—our country is vitally affected in many ways because of the international system of commerce and finance in which the business of Canada is a cog. The war has thrown us back on our own resources and we have many lessons to re-learn that our accustomed dependence on other nations has made us forget. We are unused also to thinking of the place of Canada in that inter-dependent, international fabric as other than a supplier of certain commodities, most of which we have in great abundance and to market which does not tax our skill nor our resources. But a new day is dawning. Canada has an unprecedented opportunity before her—yea, *thrust upon her* as a responsibility and a duty; and now this opportunity has come with such tremendous suddenness that we can scarcely realize it and some of us are in danger of mistaking that very opportunity itself for some horrible menace, we know not what. And perhaps none of us are fully alive to the brightness and genuineness of the silvery lining of the European war cloud on the side of it that opens toward Canada. What is it we need to make us realize our opportunity—Canada's opportunity—and to grasp it? It is summed up in three words: *Wisdom, Confidence, Action.*

Wisdom.—No, we need not be the seventh son of a seventh son to be a modern prophet. We just need wisdom; ordinary common sense, which, after all, isn't nearly so common or ordinary as we are fond of calling it. True wisdom is based on fact—not fancy. What are the facts? Great Britain, France, Russia, Belgium, Servia, Austria-Hungary and Germany are closely involved in the most gigantic struggle in all history. In most of those countries, scarcely a wheel is turning; scarcely one of all the thousands of factories is producing a dollar's worth of product. Millions of producers have suddenly ceased to produce and instead are consuming and destroying at an abnormal rate. It is the time of harvest but the war interrupted and the work has been left to the women and the very old and the very young. Instead of being large exporters of supplies to other countries every one of the countries named and some others have suddenly become importers or pros-

pective importers and without a single exception their expectations are centred in the North American continent. After all, the thing is simple. Canada and the United States are not only called upon to produce for their own consumption goods they have formerly purchased abroad, but those very countries which formerly supplied them are clamoring to be supplied. The countries of South America are inconvenienced also and their eyes are focused on the northern half of their own hemisphere, expectant of relief. The United States has already stepped into the breach. Will the business men of Canada be any less alive to the commercial possibilities of the situation, as well as the special duty that devolves upon this country to supply the immediate needs of Britain and her allies? "Doth not wisdom cry and understanding put forth her voice?"

Confidence.—If our reasoning is sound then our courage and our confidence must be undaunted. Having caught the significance to Canada of the crying needs of Britain and Continental Europe let us base our confidence on that realization and hold firmly to it. We have no need to substitute "bluff" for confidence nor bravado for courage. We have every reason to hold to and express the genuine—not the false. Let our optimism be inspired by reason and tempered by sobriety, for, with all our thankfulness at our good fortune, we should not forget that it is the outcome of terrible misfortune to others. "War is tragedy—not vaudeville." But we should be traitors if we did not step into the breach and regard our opportunity as our serious duty also.

Action.—Our wisdom, our confidence, must culminate in action or they are empty and useless. What good is the knowledge and what good is the "steam" unless it is applied? Will Canada seize the present opportunity to develop her vast natural resources, and start the wheels of industries that will grow out of such development. Men of action, as well as of wisdom and courage, are needed. Captains of finance and industry and every one of us must do as well as dare. As pointed out in other articles in this issue, the printers and publishers can in a special sense encourage confidence and stimulate action on the part of manufacturers and retailers and the public generally. Canada expects every man to do his duty.



For the Conservation of Life

THERE IS a commendable movement on foot at present which deserves the warmest approval and support of both employing and employed printers. It is the campaign for better sanitary and ventilating arrangements in printing offices, a particularly encouraging feature of which has been the consideration given these matters in the erection of new buildings to house printing plants during the past few years. Good light, proper venti-

lation and excellent sanitary arrangements are now outstanding features of many Canadian printing offices and the extreme importance of these considerations is coming to be realized more and more. From the standpoint of practical economy alone it is generally agreed that healthful and inviting surroundings mean much in attaining and maintaining that efficiency for which we are all striving. Men cannot do their best work in a room where

the air is polluted by foul fumes or where artificial light is required during every day. More important, however, is the effect of such conditions upon the health of employees and this should receive the most serious consideration. It is doubtful if employers realize to the extent they should the importance of good light, pure air and proper sanitary equipment. This is true also in the case of employees where ignorance of the value of these considerations sometimes results in men working unconcernedly under conditions that are a menace to life itself.

But in addition to the increasing interest on the part of the employers it is pleasing to note the importance with which employees also are coming to view these matters. The Ontario Conference of the Typographical Union recently worked out a ventilating system adaptable to the average newspaper composing room and this is being tried out successfully in at least one office. Action was taken

also by the Western Canada Conference of the same body at their annual meeting held recently at Medicine Hat. A resolution was passed which will result in representations being made to the provincial Governments of the provinces affected asking for legislation providing for adequate ventilation and sanitation in printing offices and for proper Government inspection. The latter point, that of Government inspection, may be taken up by the Commission of Conservation of Canada through the Dominion Government.

The whole question is one that should be regarded by all as of the most serious import since it affects directly human life itself. Any movement having as its object the remedying of conditions is a movement *for the conservation of life*. Prevention of occupational diseases is infinitely better than attempting to cure them—attempts too often result in sad failure.



“Extra!”

WHAT does the word “extra” mean in newspaper usage? We would define it as the special edition of a newspaper issued between the times of regular publication, the issuance of which is justified by the receipt of news of unusual importance. As such, an extra merits the commendation and support of the public.

But like many other institutions the “extra” is liable to abuse. “Familiarity breeds contempt” and “A liar is not believed even when he does tell the truth” are two old proverbs that come to us just now as being applicable to many of the so-called extras that have been published during the past month. The practice of some papers of issuing an extra every few hours, the so-called news in which can only be described as rehashed dispatches from earlier editions and half-baked rumors that might as well have originated in the mind of a newsboy so far as their authenticity is concerned cannot be too strongly condemned. The most obvious effect of this practice is to discredit newspapers generally in the minds of the reading public, not only special editions, but regular editions as well. The public has a perfect right to expect that when a paper has seen fit to get out an extra that it will contain something of vital importance that has come in too late for the previous regular editions of their paper or of their contemporaries’. The question ought to be “Can we avoid getting out a special?” rather than “Is there anything we can possibly scrape up to make a scare head and a leader paragraph that will momentarily excite the public and bring the name of our newspaper before them?”

There is a more serious aspect to the situation than this, however, and it is the duty which devolves upon the newspaper to be courageous and confident during the present crisis and to inspire others to be likewise. Nothing can hurt the business of this country more than to spread the impression that we are very closely and very deeply involved in the European struggle. That we are involved, is true, but we should be thankful that we are so fortunately situated geographically and that the country is in such an essentially sound condition financially as it is at present and we should enunciate this doctrine at every opportunity. The publication of sensational extras should be considered as beneath the wisdom and dignity of the newspaper profession. It gives the impression to any thinking person that the newspapers are leading the alarmists in their panicky and hysterical outbursts.

And lastly there is the question of the effect of the fake and near-fake extras on the advertising patronage

of the newspaper itself. It is all very well to claim that the advertiser receives extra circulation thereby. What is that circulation worth? Is there not an approach at justification in the action of some advertisers in suspending their advertising altogether during the present excitement, giving as the reason that their copy is entirely overshadowed by the scare heads and sensational war stories. We should consider it most regrettable, but would not be at all surprised if considerable business is lost to newspapers through such action by advertisers whose confidence in and respect for the press has received a severe shock.

The fault is not with individual publishers and we have no desire to heap abuse upon the head of even the most sensational newspaper. The trouble is rather an outgrowth of the almost insane competition between papers. Competing papers are too often ruled by the fear that their contemporaries will get ahead of them and the result is the publication of a host of “extras that are not extras.” The only remedy is co-operation. There is no other. The need for restraint and calmness at this time is very great and we would strongly urge upon newspapers that they co-operate with their immediate contemporaries with this end in view. To do so would help to retain the dignity and prestige that have so long been noteworthy in connection with the Canadian press. It would also mean dollars and cents in the pockets of the publishers. Co-operation is the only remedy.



Developing Local Advertising

“HELPING a Good Thing Along” is a standing motto with PRINTER AND PUBLISHER. When the editor of *Hardware and Metal* showed us the electro service his paper had instituted for the benefit of hardwaremen, with a view to stimulating and making more effective their newspaper advertising, we at once said: “Why, the readers of PRINTER AND PUBLISHER would be glad to know about that.” So we arranged to show those illustrations, 81 of them, on two pages of this issue and would suggest that a note be made of the date and folios for future reference as they will not appear again. As any publisher knows the price quoted is just sufficient to cover the cost. Neither *Hardware and Metal* nor PRINTER AND PUBLISHER have any interest in this “scheme” beyond co-operating with their readers in helping them to get more business and more profits. Just as a trial go to your local hardware dealer and sell him the ad shown on page 44. It is seasonable copy and would be good business for both you and him.

Tremendous Opportunity and Responsibility

Competition from Continental Europe Cut Off—Home Trade and Needs of Britain and Allies Constitute Unprecedented Opportunity for Canada

IT WAS to be expected that the uncertainty and uneasiness consequent upon the declaration of war should be reflected in the depletion of the advertising columns of the newspapers. Reports received by PRINTER AND PUBLISHER, however, indicate that the immediate effect has not been so serious as might be supposed, having been

In many cases Canadian firms can supply the same lines. The question that faces Canadian business men is whether they will themselves take advantage of these opportunities or whether they will stand by and permit American concerns and American-made goods to gain a foothold in Canada.

The nature and extent of the effect of the great European struggle upon newspaper advertising and business conditions generally depends more upon the attitude of the people of Canada and particularly the newspapers of Canada than on anything else. Despondency, pessimism, fear, are likely to bring failure and defeat to nations and to individuals. Hopefulness, confidence, courage, invariably go hand in hand with success and victory.

Prompt and highly commendable action was taken by Canadian Press Association, through its Advertising Advertising Committee and Manager, with a view to maintaining and restoring confidence and courage in Canada at this time and to point with unwavering finger to the truth that the present is "Canada's Opportunity." The first step taken was the sending, on August 14, of a special series of five "Good Cheer" advertisements, the special purpose of which was to exercise a tonic influence on the mental attitude of a perplexed public and as an aid in restoring, maintaining and fortifying the courage and confidence of advertisers and the public generally. Following the "Good Cheer" series the Association sent on August 19 a second series containing ten additional advertisements concerning "War Advertising." The line of argument used in the first series was kept up in the second but into it were woven reasons why business men should continue their advertising and in

The Backbone of National Prosperity

FARMING is by common consent the basis of our national wealth and prosperity. The farmers of Canada have, for the past two years, been getting top prices for what they have had to sell and have been able to obtain what they have had to buy at moderate prices. The war means better times for farmers.

Where the foundations of national wealth and prosperity are sound and assured, hopefulness may build her structures with confidence.

Business in Canada can and will be good if our business men will do their utmost to keep the bottom in business. Advertising is a good workman for this purpose.

When the Canadian Farmer Prospers,
All Is Well.

confined largely to the suspension of ocean steamship advertising and a few contracts from English and French firms. All agree that after the first excitement of war has passed that business in Canada should be fairly normal and in some lines unusually active and this opinion shows signs of being speedily realized. The result should have a corresponding good effect upon the advertising columns of newspapers and periodicals.

The Canadian banks, backed up by the Dominion Government have shown their ability to cope with the financial situation and there is now no reason to believe that legitimate business enterprise will be seriously retarded. The keeping open of the trade routes by the British navy should accelerate trade in some lines to an unusual degree because of the new markets which now stand invitingly open to Canada for the first time in her history. In addition to this there are glowing opportunities for the manufacture and sale of new lines in Canada that have previously been imported from Germany and other European countries now at war.

There is one danger here and it should be emphasized by newspapers and especially by advertising men in soliciting business from Canadian advertisers. It is certain that American manufacturers of and dealers in articles that Canada has been wont to import from abroad are going to take advantage of the suspension of competition from that quarter and go after Canadian trade with renewed energy.

When the War is Over

WHEN the War is over what motor car or piano, for example, will stand highest in public favor? What cereal? What range or furnace? What brand of soap, paint, stock food, and so on? The answer is: The make or brand that has kept itself constantly in the public eye DURING THE WAR—by means of advertisements in the public press.

Selling courage expresses itself in publicity. The withdrawal or suspension of advertising is a form of economy with a "back kick" in it.

Veterans and Heroes are the men who fight and keep on fighting.

some cases increase their space during the war. The second series showed also wherein Canada stood to gain by the partial suspension of trans-oceanic trade and the complete removal of competition from Continental Europe. One of the best advertisements—the most convincing—along this

line is reproduced on this page. It should be carefully studied by every publisher and advertising man. Copies of the advertisements and full particulars regarding them were sent to all recognized Canadian advertising agents, so that they might be fully informed of what the newspapers of Canada were doing. The general campaign was also explained to the Secretaries of the Canadian Manufacturers' Association and the Canadian Home Markets Association and from the latter a list of its members was secured to which copies of the "Good Cheer" series and an explanatory letter were sent. To this select "Made-in-Canada" list the suggestion was offered that the present was an opportune time for the manufacturers of Canada, as a class, not only to maintain their selling effort, and consequently their advertising, but in many cases to increase it.

But this is not all the C. P. A. is doing. The Association has already commenced the sending out of special optimistic news articles, gathering the information from many sources. The intention of these articles is to offset the injury resultant from the publication of news regarding the partial or complete suspension of activities of manufacturers of agricultural implements in particular and any others who may be acutely affected by the cutting off for the present of their export trade. The public mind is remarkably plastic and while pessimistic reports inspire pessimism reports of factories working overtime or employing double shifts create an opposite effect.

This is a time of re-adjustments and there are sure to be some industries, by their very nature, affected adversely. But on the other hand, there are many others that will be compelled to increase their output as a direct result of the removal of competition, military preparations, etc., and still others can and should take further advantage of the present occasion by "jumping into the breach" and commencing the manufacture of lines hitherto imported.

There is a distinct public service being rendered by every newspaper co-operating with Canadian Press Association in these timely campaigns. Canada has a responsibility as well as an opportunity and the people must be aroused to a full sense of that responsibility. Not only is there need for courageous leadership on the part of captains of industry that courage and optimism may prevail throughout this Dominion but Great Britain and her allies are looking to Canada to-day for food and clothing and other necessities of war perhaps quite as much as for troops and munitions and hospital ships. Will Canada respond? Will Canada measure up? Will Canada meet her obligations as a peace-loving industrial and food producing nation while her sister nations share the greater burden of the war itself? Who knoweth whether Canada is not come to the Empire for such a time as this? This is the message—the challenge—which should be spread broadcast throughout the land. A time of faith and optimism—not pessimism; an occasion of thankfulness, coupled with opportunity and responsibility—not despair.

It was the other day that President Wilson referring to the effect of the war on business in the United States said: "The spirit of the nation in this critical matter will be determined largely by what individuals and society and those gathered in public meetings do and say, upon what newspapers and magazines contain, upon what ministers utter in the pulpits and men proclaim as their opinions on the street." *Has not public opinion from the time the first newspaper been moulded by the Press?* Never has there been a time when all sections of the Press of Canada should co-operate more closely in moulding public opinion.

For the information and encouragement of other Canadian publishers and advertising men PRINTER AND PUBLISHER secured the opinions of a number of representative

newspapermen and quotations from their letters constitute the remainder of this article. PRINTER AND PUBLISHER is extremely grateful for the prompt and general response which its letter of inquiry met with. In order that our

There is Milk in this Cocoanut

WHILE the nations of Europe are at war, the people of Canada have a duty to their own land as well as to the Mother Country. While regretting the issue forced on the Mother Country and giving contingents to England's aid, let us also give all the help we can to ourselves. Canada's own big problem is that of a country which has imported much—and suddenly finds those importations cut off.

You will get at the milk in this cocoanut at once by glancing at the following lists:

LIST NO. 1.

Some of the things we have been importing from Germany, Austria, Belgium, and France to the value of \$38,000,000 per annum:

| | | |
|------------------------|----------------------|-------------------------------|
| Aniline Dyes. | Furs. | Pharmaceutical Preparations. |
| Baskets. | Fringe and Tassels. | Piano Parts. |
| Books. | Gloves and Mitts. | Piano Key Ivories. |
| Boots. | Glass and Glassware. | Pipes. |
| Buttons. | Guns. | Purses. |
| Brooms. | Hats. | Ribbons. |
| Brushes. | Hosiery. | Rubber Goods. |
| Canned Goods. | Hops. | Seeds. |
| Carpets. | Jewelry. | Shoe Laces. |
| Chemicals. | Knitted Goods. | Silk Knitted and other Goods. |
| China-ware. | Lamps. | Silverware. |
| Clacks. | Leather Goods. | Soaps. |
| Clothing. | Lace. | Spirits. |
| Collars and Cuffs. | Labels. | Stockings and Socks. |
| Cotton Goods. | Locomotive Tires. | Time Recorders. |
| Combs. | Machinery. | Tobacco. |
| Curtains. | Millinery. | Toilet Articles. |
| Colors and Dye Stuffs. | Mineral Waters. | Tools. |
| Cutlery. | Musical Instruments. | Toys. |
| Dolls. | Optical Instruments. | Underwear. |
| Drugs. | Paints and Colors. | Woodenware. |
| Earthenware. | Papers. | Woolen Goods. |
| Embroideries. | Pencils. | Watches. |
| Electric Apparatus. | Perfumes. | |
| Feathers. | Pianos. | |

LIST NO. 2.

Some of the things mentioned in List No. 1 that we now make in Canada in competition with the manufacturers of Continental Europe:—

| | | |
|------------------------|----------------------|------------------------------|
| Baskets. | Furs. | Pharmaceutical Preparations. |
| Boots. | Glass and Glassware. | Pianos. |
| Books. | Gloves and Mitts. | Piano Parts. |
| Buttons. | Guns. | Purses. |
| Brooms. | Hats. | Ribbons. |
| Brushes. | Hosiery. | Rubber Goods. |
| Canned Goods. | Jewelry. | Seeds. |
| Carpets. | Knitted Goods. | Silverware. |
| Chemicals. | Lamps. | Silk Knitted Goods. |
| Collars and Cuffs. | Leather Goods. | Soaps. |
| Cotton Goods. | Labels. | Spirits. |
| Clothing. | Locomotive Tires. | Stockings and Socks. |
| Combs. | Machinery. | Time Recorders. |
| Curtains. | Millinery. | Toilet Articles. |
| Colors and Dye Stuffs. | Mineral Waters. | Tools. |
| Cutlery. | Musical Instruments. | Toys. |
| Dolls. | Optical Instruments. | Underwear. |
| Drugs. | Paints and Colors. | Woodenware. |
| Earthenware. | Papers. | Woolen Goods. |
| Embroideries. | Pencils. | |
| Electric Apparatus. | Perfumes. | |
| Feathers. | Pianos. | |

The Canadian manufacturers of the articles in List No. 2 have now an advantage greater than any tariff wall. The competition of Continental Europe has been withdrawn and will remain withdrawn until the war is over at least. Let the Canadian manufacturers make the most of the situation. And let the people of Canada rally around our manufacturers and help them make the most of it, for we need them and the things they make as never before.

The immediate result of the European war, in Canada, was a check to business.

The second result will be to stimulate business—if we keep our heads, GO AFTER business and ADVERTISE in the newspapers.

readers may make allowance in some cases for the rapidly changing conditions the date of each letter is given. Altogether the replies received are decidedly encouraging. There is a surprising unanimity of opinion that the present is Canada's opportunity, that there is not likely to be more

than a temporary falling off in advertising and that there are many reasons for thankfulness, faith and optimism. Courage and determination will win the day.

"AN EXCELLENT OPPORTUNITY.

W. G. Foster, Editor and Manager, *The News*, Nelson, B.C.—"The war has not yet affected us seriously, although I am somewhat in doubt as to what the immediate future may hold. We have so far lost no local business.

The way we look at it is that during the next few weeks things will be in a very unsettled condition, but, after that, we expect that things will get on a business basis for *there is an excellent opportunity for Canadian Manufacturers* to tie up the Canadian market for all time to come if they are prepared to spend money intelligently on advertising and to maintain the quality of their goods.

August 17th.

CANADIAN AND U. S. ADVERTIZING SHOULD REMAIN NORMAL.

James R. Allan, Advertising Manager, *The Spectator*, Hamilton.—It is hard to say to what extent the European war has affected local advertising. September will better show what results the war will have on such business.

So far only the steamship advertising has been suspended and one English account. No losses in Canadian or United States national advertising have so far occurred. We see no reason why the war should affect Canadian or United States advertising.

August 14th.

TIE-UP IN GERMANY WILL IMPROVE BUSINESS HERE.

C. S. Furness, Advertising Manager, *The News*, Toronto.—The local advertisers are very unsettled, they being more inclined to reduce space than to increase it. This condition I believe is only temporary on account of the war practically tying up shipping between Canada, England and Europe and also because none of us can say just how long the war may last. If on the other hand it was assured that Germany was practically helpless, *I am sure that a greater revival of business than we have had for some time would take place at once.*

At the present time we have not been asked to suspend any British or European advertising that we have been carrying.

August 11th.

LOYALTY DEMANDS THAT CANADIANS KEEP COOL.

H. S. Somerville, Advertising Manager, *The World*, Toronto.—Local advertisers scarcely know just where they are at and appear to be suffering more from the uncertainty than from any real ill effects. Some local advertisers have told me that business is better than it was this time last year.

Canadian and American advertisers have not as yet shown any tendency to take advantage of the cessation of ocean borne trade. I expect, however, that this will be done and in advertising matter sent out have already advised such a course.

The present generation of Canadians have never had any real serious experience with war and they do not seem to know how to meet existing conditions. It is probable, however, that they will soon adapt themselves to war conditions and that advertising will be resumed in the majority of lines *just as if no war was in progress.*

The people who remain at home have their duties to perform just the same as the Canadians who go abroad to fight the battles of the Empire and *the Canadians remain-*

ing at home will do most for their country by keeping the business of the country in a condition that will be as nearly normal as possible.

There is nothing to be gained by becoming hysterical, closing down of factories, cutting off advertising appropriations and reducing expenses beyond all reason. For several years there has been the tendency among Canadians to spend money like drunken sailors. It is to be hoped that now they will not go to the opposite extreme and spend too little.

August 13th.

DOES NOT LOOK FOR MATERIAL REDUCTION.

H. V. MacKinnon, Manager, *The Standard*, St. John, N.B.—Naturally at the commencement of hostilities, cancellation orders for certain transportation advertising were issued. This was to have been expected in view of the dangers attending the merchant trade. In commerce, generally, the mere declaration of war between two first rate powers caused uneasiness, and there is no question but that manufacturers in certain lines will hold back, until they are in a position to judge what the future may bring.

Among local advertisers in St. John there is the impression that in view of the part Canada may be called upon to play, the public generally will limit their expenditures to necessities, and that for this reason general retail trade may be to some extent affected. So far, there is no tendency to reduce space on this account. In the real estate and financial world the prospective tightening of the money market has induced advertisers to reduce or cancel their orders.

A few British advertisers have suspended their publicity campaigns for the present. Advertisers in Canada from what we are able to learn are watching developments, but unless the situation breaks seriously, there will be no material reduction. In the United States business will undoubtedly prosper, because of this war, and advertising from that source will be just as good, if not better than ever.

August 13th.

CANADIANS OR AMERICANS—WHICH?

W. H. Dennis, Business Manager, *The Herald*, Halifax, N.S.—The war has already caused us the loss of several broker's advertisements and other financial advertising. There have been three or four local advertisers and half a dozen Canadian advertisers have asked us to suspend their copy for the present.

Certain lines of advertisers will be hard hit until business resumes its normal condition, these include jewelry and furniture, but in most other lines the tendency will be to increase instead of decrease but our local losses are more than likely to be made up by increased advertising from United States business concerns. *We think that the wide-awake Americans will take immediate advantage of the opportunity that now presents itself to largely increase their trade in Canada as they will certainly take advantage of the opportunity to capture the British market.*

August 14th.

RIGHT SENTIMENT WILL HAVE STEADYING EFFECT.

R. F. Parkinson, Managing Director, *The Journal*, Ottawa.—Up to the present date apart from steamship and travel publicity immediately and directly affected by the interruption to ocean trade, the volume of business cancelled so far as *The Ottawa Daily Journal* is concerned does not represent more than one-half dozen general advertisers. Four of these are English firms.

Reviewing the situation with some of the leading advertising agencies, the intimation has been given that a con-

siderable number of general advertisers have the question of suspending their publicity for the present under consideration and a concerted effort is being made to prevent such action, in view of the general belief that after the present undue excitement and anxiety subsides, business conditions in Canada will be restored to normal.

In the case of those European advertisers who have cancelled their space, it has been a matter of inability to export their products to Canada, their entire output being demanded in their own country while the war is in progress.

As yet no tendency has developed on the part of our local advertisers to reduce space. Generally the merchants of Ottawa are confident that apart from the anxiety among certain classes, at the moment, there is every reason for believing that local retail trade will not be adversely affected, unless further serious developments occur in the course of the campaign.

The feeling is quite general that most of the unfavorable features of the situation at the present time have largely resulted from sentiment, and with a spirit of optimism on the part of those business concerns most directly affected, it is expected that the buying classes will develop a normal attitude.

The situation unquestionably presents *an unexcelled opportunity for interesting the manufacturers of the United States* in developing the Canadian market opened up through the cessation of trade with Europe, and a systematic, concerted campaign on the part of the newspapers of Canada emphasizing the opportunities now presented, should have the result of directing a large volume of United States advertising to the newspapers of this country. Already the *Ottawa Journal* has circularized the advertising agencies, the general advertisers and numerous manufacturers, pointing out that during the last fiscal year Canada imported from the British Isles, Germany and France, products to the value of \$169,659,564, giving in detail the lines comprising this stupendous total, and emphasizing our facilities for obtaining any further information bearing on these importations together with statistics and tariff figures relating to any line of manufactured goods. I am convinced that if such work is taken up generally, the result will be careful consideration on the part of any United States manufacturers of the possibilities of the Canadian market at this moment.

August 14th.

SHOULD ADVERTISE "MADE-IN-CANADA" GOODS.

William Van, Advertising Manager, *The Province*, Regina, Sask.—Now that the first excitement is over, business is beginning to look normal again, and I am certain that in a very short time, things will become the same as they were before the news of the war reached us. So far it has only been the smaller firms of little importance who have cancelled entirely or reduced their regular spaces.

We have seen no decrease in American or Canadian advertising in general, in fact I may note here, that within the last two days we have secured some good contracts from local and national advertisers. *I am of the opinion that Canadian manufacturers should take advantage of the present condition to advertise more extensively home-made goods.*

August 14th.

CANADIAN TRADE SHOULD BE ACCELERATED.

O. L. Spencer, Advertising Manager, *The Herald*, Calgary.—Naturally the feeling among our local advertisers at present is one of uncertainty. Nobody is anxious to spend very much money until they have more definite information

as to the probable outcome of the present war crisis and among certain classes of business the tendency is, of course, to reduce space. This, however, I consider is merely temporary and we should be back to normal within a few weeks, provided of course, there are no severe British reverses, the possibility of which few people will admit.

We have only had one European account cancelled and others which we carry are all running on exactly the same schedule. Naturally, there have been a few cancellations of steamship-line sailings, although in each and every case, the agencies handling these accounts have advised us that it is merely temporary.

I personally think, that this war shutting off as it does a tremendous import trade from Germany, France, etc., particularly as regards food stuffs, will be *an opportunity for Canadian and American manufacturers, such as they have not had before* and will leave a market open to them which it would be extremely unenterprising not to endeavor to take advantage of. If you come to consider the many things we have in daily use you will see that this crisis is very liable to create a manufacturers' boom in Canada and the United States and *I do not see how it can fail to work to the advantage of Canadian trade.*

August 14th.

SUMMING UP THE SITUATION.

William Findlay, Vice-President and Manager, *The Free Press*, Ottawa.—Business conditions undoubtedly have been disturbed by the war and the effects in both directions will be of a more or less permanent character. The resourceful business man, however, will adjust himself as rapidly as he can to new circumstances.

The effect of the war will be to cut down production of some factories and run others overtime. One concrete illustration of increased production will be found in our news print mills who are able to command increased supplies of sulphite. Some mills are not in this position and a greatly increased production of news print will fall on the rest.

Into every financial situation sentiment enters largely. Everything has been done that can be done by the Governments of Great Britain and Canada; the Bank of England and our own Canadian banks are keeping the situation as close to normal as possible. The lodging of American gold at Ottawa under the trusteeship of the Canadian Minister of Finance will not only cheapen exchange to European countries but will greatly facilitate the transaction of foreign business.

At the same time the falling off of imports from European countries will necessitate increased manufacturing in Canada. Of course a great deal of our money which has been going across the sea will go to the United States temporarily because of the inability of our manufacturers to supply the new demand created.

Leaving out of consideration altogether the tremendous economic loss which war entails and in which every Canadian will share, there will be kept in this country and spent among our own people, millions of dollars which otherwise would go to European manufacturers. In addition to this, tremendous amounts of money will be disbursed among our farmers for every description of agricultural product and live stock.

Against this, however, we must put over the lack of our ability to borrow from Great Britain or on the continent.

Perhaps the chief difference is that the money this country is going to get and keep during the next year will represent real wealth created by our natural products, not borrowed money.

August 14th.

Report of Trade and Class Press Meetings

Constituted Important Part of Annual Convention of the Canadian Press Association — Many Practical Discussions

AS EXPLAINED in the last number of *PRINTER AND PUBLISHER*, the complete report of the sessions of the Trade and Class Press Sections of Canadian Press Association was unavoidably crowded out of that issue. It was a case of sacrificing the report or holding it over, and the latter course was decided on in the belief that it would meet with the approval of the members of that section and all interested. The report is not only a chronicle of events that have transpired, but furnishes food for thought and action to publishers of all classes.

The Position of the Trade and Class Press in the C.P.A.

The first paper was presented by W. L. Edmonds, vice-president of Commercial Press, Ltd., Toronto, on "What Can the C.P.A. do for the Trade and Class Press Section?" Mr. Edmonds said in part:

What are known as newspapers in the generally accepted sense of the term have been in existence for three-and-a-quarter centuries. Trade and technical journals, on the other hand, have only had an existence of a generation. That they have developed remarkably well since their advent there can be no doubt. Their development during the last decade has been particularly marked, and in no country more so than in Canada.

We hear a great deal these days from those pessimistically possessed about the decline in the influence of the ordinary newspaper. This may or may not be founded on fact. There cannot, however, be any doubt regarding the influence of the trade and technical journal. Its influence is wider and greater than it ever was.

HAVE FEW ENEMIES.

Unfortunately, the rapid development that has taken place in trade and technical journals since their advent has marked them for the enmity of a few publishers in other fields of journalism. You will notice I said "a few." And I wish to emphasize the fact that they are few. You could count them on the fingers of one hand and still probably have a few left uncounted. Those who are against class papers make no bones about verbally saying so. Only one, as far as I am aware, has ever editorially attacked the trade and technical papers.

Several years ago a well-known newspaper man in Toronto expressed the opinion to me that if the daily newspapers had only been alive to their opportunities there would be no room for the existence of trade papers. Since then there has been a marked improvement in both the new features and the typographical appearance of the daily newspapers. But they are no stronger now than they were then in that kind of news, information and features which are characteristic of the trade and technical papers. In fact, they are weaker in this respect than they were twenty odd years ago. As a matter of fact, two daily papers of this city made a special effort over a score of years ago to publish news and information similar to that found in the columns of the trade papers. Each featured the stuff once a week and had men in charge who were experienced in trade, financial and commercial journalism. But they failed to make it a success and retired from the field after a year or two's abortive effort.

TRADE JOURNALISM A DISTINCT FIELD.

What does this prove? Simply and solely that the two fields are separate and distinct, and that each must specialize in its own distinctive field in order to attain success. Being separate and distinct, there is no real competition between them. Consequently there is no real ground for antagonism. On the contrary, there is every reason why there should be co-operation.

When the amending bill was before the Senate Committee on Banking and Commerce, the Postmaster-General intimated that he had no intention of discriminating against any newspapers. To use his own words, he said it would be "disloyal" for him to do so. We want to see that he is kept to his word, and not only as far as trade and technical papers are concerned, but in regard to any class of legitimate publication, daily, weekly, or class. We want the Canadian Press Association to take a similar stand and fight by might and main any discriminating proposals that might be made by the Post Office Department.

Our battle should be their battle and their cause our cause.

It is to the interest of both the daily and country weekly newspapers to stand with the trade and technical journals should any attempt be made by the postal authorities to discriminate against us. There can be no doubt about this.

HOW TRADE PAPERS HELP WEEKLIES.

There is one thing the trade papers of this country are doing in their campaign for better business methods that should appeal to the city dailies and the country weeklies, and that is the regularity and persistency with which they are impressing upon the business men the necessity of using their local papers in order to reach the consuming public. And not only are they urging them to advertise, but they are spending in the aggregate a great deal of money by publishing illustrated articles specially designed for the purpose of suggesting how they should advertise in order that the best results may be obtained. This is of direct benefit to the daily and weekly newspapers in all parts of the country, for it is a rare thing to-day to find a business man who does not subscribe to one or more of the publications devoted to his special line of trade. And there is no other medium that is doing this work. There are many publishers within the membership of the Canadian Press Association who are not only aware of this fact, but they have both in their papers and on the floor of the annual convention of the C.P.A. referred to the good work the trade press of the country are doing in this respect. It devolves upon us as publishers of trade and technical papers to see that this fact is impressed upon all publishers of daily and weekly newspapers. It will help them to see that our interests are indeed theirs.

WANT REPRESENTATION.

John A. Cooper, of *Canadian Courier*, went further into the matter of the help that the C.P.A. could be to the trade and class section. At the outset he expressed the sense of deep obligation which the section was under to the officers of the association for the fight which they had put up on the postal question. He considered that the matter had been handled with the utmost skill. There were some matters, however, in which the section was not getting the service which it might, and the fault for this he laid at the door of the members of the section. The new constitution provides for the securing of information by the Paper Committee on matters of economy in the handling of news print, information which will prove of great benefit to newspaper publishers. He contended that the trade and class section should have a representative on the Paper Committee and that the duties of this committee should include securing information for the benefit of publishers who printed their papers on coated paper and super-calendar variety. "The benefit we are going to get is what we ask and seek," said Mr. Cooper.

John A. Cooper moved, seconded by D. O. McKinnon, that the executive of the section make representation to the executive of the association for representation for the section on the Paper and Advertising Committee. This motion was carried.

THE INCREASE IN FEES.

Some discussion arose with reference to the proposed increase in membership fees to the association. Secretary J. M. Imrie was present during part of the discussion and explained the reason for the proposed advance. It had been felt that the trade and class section was not contributing a sufficiently large share to the cost of keeping up the association, and the secretary had, with the assistance of certain members of the class section, drawn up a tentative suggestion for a new rate.

The feeling of the meeting was unanimous that a larger share should be paid in to the funds of the association, but diversity of opinion arose as to the proper distribution of the fees. Several publishers whose interests were vested in one publication claimed that a flat rate should be applied for all papers and that any publisher who had more than one paper should pay this flat rate for each paper that he put out. It was finally decided that the section should commit itself to agree to an arrangement of rates which would make an increase in the total revenue from \$1,000 to about \$1,700, the details of the arrangement and the individual assessment to be settled by the executive of the section.

Special Representatives

P. G. Van Vleet, manager of the Canadian Implement & Vehicle Trade, Toronto, gave a brief talk on the subject of "Special Representatives." He stated that his experience had been that special representatives were never satisfactory. He had tried them on a salary basis and he never could get enough from the business secured to pay the salary. The experience of his firm had been that it paid them better to have no special representatives, but to get business in foreign fields by doing it them-

selves. On being questioned, he explained that their method was to send members of their own staff to visit fields such as New York and Chicago, and in that way to secure what business they could without having special representatives resident in the field.

D. O. McKinnon stated that the difficulty he had experienced in the matter of special representatives had been in securing men who did not make an immediate claim for a drawing allowance. He believed that to give commissions was the only basis on which to secure satisfactory service.

Mr. Van Vleet pointed out that the method generally adopted by a special representative in an outside field was to secure a combination of papers of from four to ten. The representatives then think that they are entitled to a drawing allowance of \$25.00 a month from each paper, plus commission on all business which they secure from that field.

Geo. Bertram, of the *Canadian Courier*, stated that they had good representatives in both New York and Chicago. They allowed no drawing allowance or salary, but based all remuneration to the representative on the commission basis. Where business was secured by the representative through an agency, 15 per cent. had to be paid to the agency. Thus, if the business placed were \$100.00, they considered, after the \$15.00 had been paid to the agency, the amount of the business secured by the representative was \$85.00 and his commission was based on that amount.

Mr. Young, of the Hugh C. MacLean Publishing Company, stated that it had been the experience of his firm that the men who wanted a drawing account were the ones who could not make good.

In answer to a question, Mr. Van Vleet said that they had found in their business that it cost them from 50 to 75 per cent. more to secure business from outside fields through special representatives than it had done since they handled this work themselves.

Postal Rate Situation

D. B. Gillies, *Canadian Grocer*, Toronto, in opening the discussion on the postal question, referred particularly to the attempt of the Postmaster-General to take from Parliament and give to his own officials the power to fix postal rates on second-class matter. The speaker called attention to the initial steps in controverting this attempt that were taken by the Trade and Class Press Section, and paid particular tribute to the efficient and assiduous work of Acton Burrows, of the *Canadian Railway and Marine World*, and Colonel J. B. MacLean, of the MacLean Publishing Company, in placing the position of the Trade and Class Press fairly before the legislators at Ottawa. Mr. Gillies pointed out that this last attempt of the Postmaster-General to gain personal and despotic control of the press of Canada was the culmination of a number of petty exactions, such as the double page spread regulations which had been inflicted upon the publishing industry, some of them having been particularly hurtful to the Trade and Class Press. In support of this statement, Mr. Gillies made the following points:—

- 1.—That the assumption on the part of postal officials and Postmaster-General that trade and class press have no standing under the postal act is unfounded. We resent this attitude and demand that in questions arising with the department we be treated as is our right on the same basis as the daily and weekly press.

- 2.—The postal regulations are now ambiguous, and such strained interpretations have been put on them that the local officials are not able to decide simple propositions without reference to Ottawa. These regulations should be revised and simplified.

- 3.—That the clause under which double page spreads are prohibited does not warrant the interpretation, and if it does, it is an interference with the publishing business without the slightest justification or benefit to the department.

- 4.—That the regulations of the department should be framed to carry out the spirit of the postal act and not to make new legislation inimical to the interests of the press.

- 5.—That in the interpretation of the regulations the department base their decisions on either what they call the spirit or the letter of the regulation as best serves their purpose to embarrass the press. That in our opinion petty and highly technical objection should not be seized upon to penalize the press, but that they should be interpreted with a spirit of justice rather than with the spirit of the policeman.

- 6.—That in defence of their unfair decisions we have been met with the argument that we are not paying the cost of carriage. We submit that this is the affair of Parliament and not of the department, and but shows that official attitude which is the cause of all our trouble.

- 7.—That the action of the Postmaster-General in bringing down his postal amendment bill before submitting a reply to the representatives of the C.P.A., as promised, calls for condemnation.

- 8.—That his circular threatening to bring into effect section 71 of the Post Office Act, which provides that postage shall be paid by the subscriber, as was the case some decades ago, is final and conclusive evidence of his bias and unfitness for the position he holds.

Mr. Gillies' address started an animated discussion on the postal question. In the course of the discussion the unfairness of the proposed zone system from the standpoint of trade and class papers was pointed out. It was shown that one trade paper has all its subscribers either on the Atlantic or the Pacific seaport; in other words, that practically the whole circulation of this paper would be in the farthest zone and would therefore be subject to the maximum rate. It was pointed out that a number of the farm papers would be in practically the same position.

Acton Burrows, who had been in the thick of the struggle at Ottawa, gave a brief account of some of the incidents in the postal fight.

OFFICERS ELECTED.

The election of officers for the section for the ensuing year resulted as follows:—Chairman, Colonel J. B. MacLean, of the MacLean Publishing Company; Vice-Chairman, Rev. Dr. Reddit, of the Religious Press; Secretary, Geo. Bertram, of the *Canadian Courier* and *Canadian Farm*. Directors:—D. O. McKinnon, of Commercial Press, Ltd.; J. A. Beaudry, of *Le Prix Courant*, Montreal; H. V. Tyrrell, of MacLean Publishing Company; D. G. Stovel, of the *Nor-West Farmer*, Winnipeg; W. G. Rook, of *Canadian Ladies' Home Journal*, Toronto; John Weld, *Farmer's Advocate*, London; Dr. R. Douglas Fraser, of the Presbyterian Publications, Toronto.

Building Class Paper Circulation

James I. Coddington, circulation manager, MacLean's Trade Newspapers, spoke on the above subject and said in part:—

There are three things in which the circulation manager of a magazine, trade, technical or financial newspaper must be deeply interested. (1) To get an extensive circulation of the highest value to the advertiser; (2) to hold this circulation; (3) to operate the sales and collection departments at the very lowest cost to the publisher. In building a circulation, one of two ways or both are followed: (a) By a selling force in the field; (b) by mail order methods.

At the start is the quicksands in which the reputation of many a circulation manager has sunk, besides thousands of dollars of his publishers, placing a sales organization in the field requires not only the executive ability to train and manage men, but of picking honest men. A dishonest subscription solicitor can do a publication greater harm in two or three months than years of "good will" work at the office can ever undo. Too often pressure is brought to bear on the circulation department for greater sales rather than quality sales. This pressure may come from your own advertising department or circulation statements of rivals, which will spur the circulation manager to a hasty selection of field men.

MUST ELIMINATE DISHONEST CANVASSERS.

Every summer hundreds of shrewd and unscrupulous subscription canvassers flock to the offices of publishers or write in for large quantities of supplies.

Every circulation manager before issuing supplies should insist on receiving two references from each unknown applicant. Generally an investigation of these references will weed out the undesirables.

There is one way, and only one way, we can successfully fight the fraudulent agent, and that is by a close co-operation between all circulation managers. Across the border this is being accomplished to a certain extent by the *Periodical Publishers' Association*.

Printer and Publisher has started the good work in Canada; but without the men at the head of the sales department, *Printer and Publisher* can only make slow headway. I trust out of this convention a fellowship of circulation managers will spring up from coast to coast that will unite in protecting the good name of their publishers and the integrity of the Press.

By carefully investigating the applicants for our sales force, the company with which I am employed has built up a sales organization of over four hundred local agents working on a commission basis.

SALARIED TRAVELERS.

The sales organization is further strengthened by salaried travelers. The travelers for the most part are trained at our Toronto office, where they are employed on the office staff for one or two years before being sent out on the road. When they leave the office they not only know our fourteen magazines, trade and technical newspapers, from cover to cover, but the policy of the company has been firmly fixed in their minds.

Each week the travelers are supplied with lists of our subscribers on all our publications for each town they are to cover. In addition, they are supplied with lists of prospects for our trade, financial, and technical papers, and on which they must make a written report. The careful routing and supplying the traveler

with lists of both subscribers and prospects, wherever possible, saves a great deal of his time. Another advantage of the list of prospects is that it prevents travelers from "jumping" territory on the excuse that there were no prospects in certain towns.

Invoices of expirations are also supplied to the traveler, principally with the object of making him call on and get acquainted with our subscribers. From subscribers the traveler gets the names of many new prospects. The men are also trained to pick up information which will be of value to the editorial and advertising departments.

The travelers carry a supply of cards suitable for filing, on which they enter names of new prospects whose orders they were unable to get. The office staff on receiving these cards follow up with samples and circulars, securing many subscriptions from this source.

The office sales organization has two functions—to prepare the way for the salesman in the field and to secure subscription direct by mail. The circulation manager that has the knack of writing sales producing literature must be an advertising man and a salesman combined. He must study his entire field and watch very carefully changing conditions in order to write copy which is productive.

The circulation manager should not depend too much for his mailing lists on Dun's, telephone books, or street directories and similar sources. The prospects his field men report bring, by far, the best results.

Many a circulation manager during the year spends thousands of dollars securing new subscriptions only to allow the names to drop off his list without a whole-hearted attempt to renew same, or else, what is worse, carries them on his list as "dead wood"—non-revenue producing.

THE SALES AND COLLECTION DEPARTMENTS.

The second function of the circulation manager—namely, the holding of circulation, which sometimes is only procured at frightful cost—is too often wrongly delegated to a minor employee within the circulation department.

It might be said that in addition to being an advertising man and a salesman, the circulation manager must be a collection expert. Collecting is really an art in itself and should be carefully studied and systemized.

The sales division of the circulation department may have been costly, but by a good collection division it may be made a steady source of income through renewals.

We follow the method of writing the subscriber at the expiration, enclosing a bill and a carefully prepared letter pointing out the main features of interest in the publication. Another letter and invoice is mailed three weeks later. The second notice prepares the way for a draft at an interval of two weeks, at which time the draft follows.

The third matter of interest to the circulation manager—to operate his sales and collection departments at the very lowest cost to the publisher—should be watched most carefully. Close to the firing line in the excitement of a sales promotion campaign, we are apt to forget that our little army in the field as well as our immediate staff are costing many, many dollars to maintain and every shot has to count.

So you see that besides being an advertising man, a salesman, also versed in the art of collecting, we must be cost accountants. We must be able to show how we spent the money and that the results were worth the price.

Copy of sales literature, cost of printing, mailing and results, should be neatly and accurately kept in an indexed scrap book. Daily stenographic reports are necessary in order to figure the complete costs.

Weekly, monthly, and yearly records must be compiled of the work of each salesman in the field, showing new business, renewals, collections, and discontinuities. Without such it is impossible to efficiently direct their work.

There are few offices where a study of office management and layout will not result in the saving of a few dollars each week at least.

The desk arrangement in the office must be so that at one end supplies are right at hand and the staff arranged so that the work passes from desk to desk until it finally reaches the folder or mailing clerks, with postage requisitions attached. Unnecessary walking around or talking by the members of the staff must be prohibited. In this way four stenographers can do the work of five.

In handling the subscribers' dollars you must not overlook the pennies that can be saved by a close study of the foregoing. The pennies saved in the course of a year will often amount to a surprisingly large sum.

In closing, remember first and last that we, in the circulation department, are the pioneers of business, prospecting for prospects for our advertisers. *Whether the advertisers stay with us year after year depends upon the quality more than the quantity of the service we supply.*

Several questions were asked on the conclusion of Mr. Coddington's address, including one as to the advisability of spending more to get subscriptions than the actual subscription price.

In answer, Mr. Coddington stated that if a subscriber was going to be valuable to the advertisers of the paper the duty of the circulation manager was to get him by legitimate means, no matter what the cost might be. In quantity this policy could not be adhered to, but in special cases it was advisable. If the renewal system were followed up closely, the loss would be made up in that way.

Advertising Trade Paper Advertising

D. O. McKinnon, of the Commercial Press, Ltd., gave a talk on "How to advertise trade papers' advertising." He stated that he had been very much impressed with the work done by the members of the daily section in the matter of advertising advertising. He suggested that a committee should be appointed to get together and formulate reasons in favor of advertising in trade and class papers. Another suggestion that Mr. McKinnon advanced was that a paper should be started which would be devoted to specialized advertising. He had not had sufficient time to elaborate the details of such an undertaking, but his idea in brief was that a class paper should be put out in the interest of class paper advertising for circulation among the users of space in the class paper. The cost, which he estimated at about \$3,000 a year, could be borne by the publishers on a mutual basis, and the responsibility of getting it out could be distributed in the same way, the representatives of all papers in the section assisting in the work. Mr. McKinnon believed that the effect of such a medium would be tremendous.

Still another suggestion which he put forth was that more work should be done through the columns of the class papers to educate readers to giving more attention to the advertising pages. He believed it was possible to work on the minds of readers by the publication of articles that would make it seem natural on their part to answer advertisements. In order to do this, it meant that the editors of class papers must make a special study of the subject and that the knowledge thus obtained must be conveyed frequently—but not too frequently—through the columns of their papers.

On the motion of Mr. Elliott, seconded by Mr. Armer, the suggestions in Mr. McKinnon's address were referred to the executive for consideration and action. Mr. McKinnon promised to embody them in a letter which would be placed in the hands of the executive.

Training the Advertising Salesman

J. J. Gallagher, managing director of the Acton Publishing Co., gave a paper on the question of training advertising salesmen, saying in part:—

Advertising salesmen come from three classes—first, from other lines of business, with little or no knowledge of advertising; second, from schools or colleges with little or no experience in business of any kind; third, from the editorial or circulation staffs of the publisher, with an understanding of the publication and a hazy idea of advertising.

I have found men of the first class as difficult to train as those fresh from college—more so, in fact; and staff men easiest to develop. In the case of all these types I have found it necessary to start at the beginning, to drill in the fundamentals of advertising before becoming specific, before discussing the publication at all. Frequently men from other fields have proved very hard to handle through starting with the handicap of their own alleged knowledge of advertising, which nearly always has to be eliminated entirely so as to lay in the mind solid foundations of truth and common sense, on which to rear a superstructure of sales knowledge. It is dangerous to permit a salesman to retain any false notions of advertising practice. Untrained solicitors are full of advertising ideas fundamentally wrong, and their conception of advertising being incorrect, their methods will be in keeping, and ultimate success will be out of their reach.

The salesman who begins work with such enthusiasm for his own proposition that he cannot see any other medium or any other form of advertising will travel in a small circle. Advertising is bigger than any man's publication. To convince the prospect of his sincerity he must have breadth of view, and sane ideas on advertising in general. Consider the illogical attitude of the farm journal solicitor who in one breath assures a national advertiser that farm papers are his one best bet, and really his own medium is the only one worth thinking about in the agricultural field! Foolish statements like these are made every day.

An old dog finds it hard to learn new tricks, and one who has incorrect ideas of advertising finds it difficult to unlearn them.

College graduates sometimes know too much for one to attempt to tell them anything. One I recall had been a week in a minor

editorial position when he left, overnight, to fill the shoes of an advertising manager of a fairly strong publication. He came back in four days. This illustrates one of the difficulties in training salesmen—they are impatient, want to become advertising managers before they thoroughly know the rates.

I would put first in the mind of the embryo salesman a respect for and an understanding of advertising in its broadest extension, advertising for what it is, what it does and what it can do; advertising considered entirely apart from the publication for which he will canvass. Respect for his profession will cause him to realize the strength of his position in the business world. The right type of an advertising canvasser should have no more trouble in securing an audience with the head of the firm than a banker. That this is a fact is being demonstrated by the right man every day. Educate him to a respect for his work which extends to those engaged in it, and he will not be a knocker.

Another broad basic principle I would inculcate is the spirit of truth—of which we hear much and will hear more. I speak not alone of truth as applied to advertisement writing, but also, and more particularly, of truthful statements in canvassing.

Dozens of firms begin to advertise every week. If new users of space are sold on the right basis, they will develop into good accounts—they will profit themselves and help the publisher to more revenue. But if salesmen who open these accounts handle the truth carelessly, if they are looking for orders, not business, they may sour the beginners on all advertising. Why should an advertiser be told he will get direct results when the canvasser knows—or should know—he will not? Why quote a circulation of 5,000 or of 100 more than exist? Many solicitors who tell twenty untruths a day would go hungry rather than lie their way to the table.

If a publisher insists that the truth be told in all canvassing, he will do much toward starting a salesman on a successful career. But he must go farther than merely to say "tell the truth"! He must make it easy for the salesman to be truthful in his statements. He must point out how easy it is to be untruthful. He must furnish correct circulation figures, and very carefully explain how a canvasser should avoid even innocently misleading a prospect.

If the salesman is shown just what his proposition is; what is its aim and its editorial policy; where the publication circulates; whom it reaches; whom will it appeal to for advertising purposes, and whom it will not benefit—then he is likely to make a straightforward, business-like, truthful canvass.

I referred to the salesman who is looking for business, not orders. Few salesmen are told the difference between the two. Orders are signed contracts. Business is advertising which is published and which will be paid for. Any good talker can get orders. It requires a salesman to secure and hold business. Post the beginner. Tell him why it is wiser to refuse a contract than to take it, under certain circumstances. Talk to him about that man who offers business "not because I think it will do me any good—but I ought to support your journal."

It is obvious that a man who has never sold should be informed on what might be termed the mechanical part of his work—finding and classifying prospects, approaching a possible client, handling the interview, and closing the sale or following up the call. I do not advocate the application of set rules of salesmanship. Good pointers may be gleaned from various systems, but if applied as directed they are apt to be too stilted. Then, again, the salesman may be chagrined to learn that his prospect has studied the same course. Each prospect must be sized up on his own merits and handled accordingly. The man who sells learns how true this is. Tell him and he will learn it sooner.

I am not a believer in the policy of loading a canvasser with all the stock objections to advertising, and the arguments in rebuttal thereof. He soon learns the objections, and if he has any selling ability he will handle his work right. I do believe you should keep close to your salesman and their work. Then they will tell you of their troubles, daily, and stock objections as well as the more difficult selling problems can be handled as may be necessary.

Free Publicity Standards

J. C. Armer, vice-president of the Commercial Press, Ltd., read a paper on "Free Publicity," saying in part:

At the recent convention of the Associated Advertising Clubs of the World, the trade and technical press adopted what they termed Standards of Practice for Business Papers. You all, no doubt, have seen and read these standards, and there are two of them, namely, the first and the fourth, to which I would call your attention, as applying directly to the subject which we wish to discuss here. These are:

First—To consider, first, the interests of the subscriber.

Second—To refuse to publish "puffs," free reading notices, or paid "write-ups"; to keep the reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"

A great deal of thought was no doubt given to the compiling of these standards of practice by successful publishers of trade and technical papers; and they would not have been adopted had it not been considered that such standards were in the best interests of the publishers of papers such as we publish.

No doubt there was a time when it paid to publish puffs, write-ups, and anything else that would enable or help publishers to get business for their papers. In those days readers were not so critical perhaps, and advertising was done in many cases for the sake of personal vanity on the part of the advertiser, and the more high-flown and absurd reading notices and puffs he received in the columns of a paper, the easier it was for that publisher to get business from him.

That day is past—I mean the day is past when it is a paying policy to conduct a paper along such lines. Advertising in technical and trade papers is a serious business, and advertisers have got to be convinced of adequate returns for money expended or they will not continue advertising. It no longer is a case of personal vanity.

The reader of a technical or trade paper pays for the advertising by purchasing goods advertised therein as a result of having seen these advertisements. Therefore, unless the publisher considers the interests of the subscriber first, he is working on a false basis, and his paper will not have ultimate success. Anyone who has had anything to do with getting circulation for technical or trade papers knows that the readers do not like to see puffs and reading notices appearing in the reading columns, since they recognize these as concessions made by the publisher to the advertiser, and have no confidence in what may be stated in them. To my mind, therefore, this class of material defeats its own end.

Do not think that I do not advocate the co-operating with advertisers in the editorial columns of a paper. One of the big advantages which a trade or technical paper has over the newspapers and magazines is that they go to a specialized class of readers, and the reading matter can be made to deal with subjects that will put readers in the best frame of mind to consider the arguments put forth by advertisers in their advertising. Therefore, legitimate co-operation with advertisers in the reading columns of trade or technical papers is, to my mind, one of the most important duties of an editor.

The editor of a trade paper can go out and get first-hand information as to how certain merchants have increased their net profits by the efficient organization of a certain department where a certain line of goods are sold. Such an article would create a desire in the minds of other merchants to increase their net profits by having such a department, and would thus create a demand for goods sold in that department. In that way the paper could co-operate effectively with advertisers selling these goods.

A great many advertisers in technical and trade papers realize that the stricter a paper is regarding what appears in its reading columns, the better advertising medium that paper is likely to be, and it is a pleasure for the up-to-date publisher to deal with such an advertiser. On the other hand, there remain a large number of advertisers who still think that the publisher should publish all kinds of reading notices and puffs for him, and since some of the papers in which he advertises give him almost anything he wants, it is very difficult for the publisher with strict rules regarding reading notices, etc., to convince him that such reading notices are detrimental to the paper, and therefore detrimental to the advertising appearing in the paper.

What is a reading notice? What is a puff?

It is very difficult to give a general definition which will separate the sheep from the goats; but it is very easy for the editor to judge in individual cases according to the standard, "Is it real news?" Before a body such as this I hardly think it necessary to attempt an all-inclusive definition.

If all the publishers of trade and technical papers in Canada are united in their determination to consider the interests of the subscriber first, and to eliminate what is not really news from their columns, it will help very materially to put our class of papers in a high-class position in the advertising world, which position trade and technical papers are bound to hold in the future if we take advantage of all our opportunities. If some of us are not strict in this regard, it will make it much harder for the others.

A discussion was started by W. Wrigley on the advisability of the section making an effort to increase its membership among trade and class publishers. The idea was met with unanimous favor, and on motion it was decided to instruct the executive to make every effort to interest all trade and class publishers in the work of the section. J. J. Harpell, president of the Industrial and Educational Press, Ltd., made a further suggestion that the work of securing new members should be carried out in all the publishing centers, such as Montreal, Winnipeg, and the far East and West. This was decided upon and the work of arousing interest in non-members was left to those individual members who are in a position to get in touch with them.

HAPPENINGS OF THE MONTH

Among the Job Offices

A large number of printers from outside points visited Winnipeg during Exhibition week last month.

Arthur E. Powters, of Montreal, has registered under the name of "Powters' Prompt and Punctual Printing."

Mr. and Mrs. James Heveron, of Waterloo, celebrated the 25th anniversary of their wedding on August 6.

The Lowe-Martin Co., Ottawa, have taken out a building permit for two additional storeys to their new building on Nepean street.

George H. Popham, Ottawa, is rapidly recovering from his recent serious operation, and expects to get down to business shortly.

E. Ryder of the Government stationery office, Ottawa, has returned from his vacation, spent at his summer cottage on the Rideau.

Three Toronto printing firms, viz: Brigdens Limited, T. H. Best & Co., and the Methodist Book Room, held their annual picnics the latter part of July.

Peterboro printers held their annual picnic on Saturday afternoon, August 1. Many friends joined with them in their excursion by boat to Jubilee, and everyone voted it the best yet.

James Simmons, who for several years has been the manager of the Capital Press, Ottawa, has leased the plant and assumed all contracts. In future the business will be conducted as The Simmons Printing Company.

On account of the special session of Parliament, the printing bureau at Ottawa has been compelled to commence the night staff to get out the Hansard reports, which must be on the members' desks the following morning after the night session.

H. J. Hardy, manager of the Toronto Type Foundry, Winnipeg, returned in June from a trip to Europe. On July 9, Mr. Hardy had the misfortune to break his right arm while cranking his automobile. He is making satisfactory progress.

The annual excursion to Montreal under the auspices of Quebec Typographical Union, was held on Saturday afternoon, August 1, and was participated in by upwards of three hundred members and friends, including a large number of ladies.

The Advertiser Printing Company, London, will shortly begin the erection of an up-to-date building at the corner of Wellington and York streets, in which to house its job department, which has long outgrown its present quarters. It is said that no pains will be spared to make this one of the most modern and sanitary printing plants in the Dominion.

S. A. Hynd, Calgary, until recently manager of the Herald Western, has opened a new job plant in that city and will make a special feature of high class job work and large editions. One of the largest size Premier presses with automatic feeder and electric control, has been supplied by Manton Bros., Toronto, and Mr. Hynd has also installed a modern offset press.

Over a thousand people attended the annual picnic of the Montreal typographers, held on Saturday afternoon, August 3. Although the majority of events were run off, some were postponed on account of rain. Notwithstanding the shower, everyone had a jolly time. The program of sports was an excellent one, and a camera contest was a new and interesting feature of the day's events.

The Haynes Press, 502 Yonge street, Toronto, founded and conducted for many years by L. S. Haynes, has undergone several changes during the past year. About a year ago, J. L. Larner purchased the business from Mr. Haynes, and later sold to P. D. Brown. About two months ago, W. W. Brown, at one time with Warwick Bros. & Rutter, but for the past 15 years engaged in other work, purchased the business, and is forming a stock company. The firm will shortly be known as The Haynes Press, Limited.

Honored by the presence of Hon. L. Coderre and the King's

printer, J. DeL. Tache, the annual picnic of the Government Printing Bureau, Ottawa, held at Crysler on Saturday afternoon, was a grand success. Although the weather was of a threatening nature and slight showers fell, yet it did not cool the enthusiasm of the merry crowd who had come out to have a good time. Two special trains were required to carry about 500 who attended the picnic. The morning was occupied with a baseball game between the bachelors and benedicts, resulting in a defeat for the latter. In the afternoon a splendid program of races and other sporting events was run off in a manner to reflect great credit on the committees in charge.



With the Newspapers

GENERAL.

The special session of parliament has livened up the situation among the newspapermen of the capital, as well as bringing in the press gallery representatives.

A party of 60 Scandinavian newspapermen, representing the Norwegian, Danish, Swedish, Finnish and Icelandic press of the United States made a tour of Canadian cities during August.

Col. F. C. Hamilton, Fred Cook and E. J. Chambers have been appointed board of censors of press information for Canada. They are all old reliable war horses in the newspaper field and may be depended upon to do their duty.

The Commission of Conservation has commenced the publication of a new 24-page pamphlet to be known as *Conservation of Life*. It is to follow the lines of public health and sanitary work. It is being sent to all newspapers. The O. Howe Printing Co. are printing the publication.

War maps are the order of the day as premiums and are also being sold on a straight basis to the public. Values range from white and black paper maps at 10 cents to large wall maps as high as \$2.50. An atlas of the world, containing 260 pages and valued at \$7.50 is being sold for \$2 in conjunction with a subscription to Regina *Daily Province*.

Quite a large number of publishers are taking advantage of the offer of the Commission of Conservation to loan the cuts used in their publication, *Conservation*. This is a service of which more might avail themselves. The Commission will also gladly supply to newspapers information along the lines covered by their work.

Archibald Blue, chief officer of census and statistics for Canada, an ex-newspaperman, and an honorary member of Canadian Press Association, died rather suddenly at his residence in Ottawa on July 27. He had been ill for about two years, and his condition had been serious for the last three weeks, though death was not expected. He was a native of Oxford, Ont., and in his 74th year. Originally a school teacher, he entered journalism on the staff of the *St. Thomas Journal* (1867 to 1879), when he became an editorial writer on the *Toronto Globe*, and in 1880 went over to the *Toronto World*. In 1882 he organized and became secretary of the Ontario Bureau of Industries, and was appointed provincial Deputy Minister of Agriculture in 1884. He afterwards acted as secretary of the commission of inquiry into the mineral resources of the province, and organized the Bureau of Mines, remaining at its head for nine years until he came to Ottawa in 1900 as chief census commissioner for Canada. On October 1, 1905, he was appointed chief officer of census and statistics. Wilson Blue, managing editor of Vancouver *News Advertiser*, is a son.

NEWFOUNDLAND.

P. T. McGrath, of the St. John's *Evening Herald*, accompanied the Royal Commission to Port aux Basques on the 2nd of Aug.

W. F. Coaker, editor-in-chief of the St. John's *Mail and Advocate*, has just made an extensive tour of the East Coast of Newfoundland.

T. J. Foran of the St. John's *Daily News*, visited the South and West Coasts of Newfoundland and also Sydney during the second week in August.

Dr. A. Campbell, president of the Star Publishing Co., publishers of the *Curling Western Star*, has been appointed president of the Newfoundland Fox Breeders' Association, recently organized.

St. John's *Mail and Advocate* has issued special war editions almost every day since war commenced, while the *Curling Western Star* and other weekly papers of the country have daily bulletins in an endeavor to supply an eager public with the latest news. Most of the papers are working overtime.

Hon. Robert Drummond, M.L.C., of Stellarton, editor of the *Mining Record*; W. R. McCurdy, news editor of *Halifax Herald*; and Don. F. Fraser, of the *Eastern Chronicle*, New Glasgow, visited Newfoundland during the last week in July and the first of August as guests of the directors of the Nova Scotia Steel and Coal Company.

MARITIME PROVINCES.

Halifax *Morning Chronicle* gives its readers a dictionary for 6 consecutive coupons and 98 cents expense distribution amount.

Summerside (P.E.I.) *Journal* have recently added considerably to their plants. Some of the additions are a Premier Whitlock of latest design, bed 41x52; pony cylinder, 25x38; Caxton platen, 18x23, with adjustable platen for embossing; Anderson folder. The *Journal* have also installed an Otis-Fensom elevator, serving basement and three floors.

Fire broke out at Fredericton recently in a building in the rear of the Fredericton *Gleaner* office, and before it was extinguished, damage to the extent of \$15,000 was done. Considerable of this was in the *Gleaner* job room, but the main part of the building, including the type-setting machines and the newspaper press escaped and the paper was printed without interruption.

QUEBEC.

Vereures Pub. Co., Montreal, has obtained a charter.

Quebec *Daily Telegraph* has sent Gilbert W. Ghewy, of its editorial staff, to England, to assist in getting war news.

The wage scale and agreement between the Montreal newspapers and the French and English Typographical Unions in that city expires in December. Committees have already been appointed to negotiate a new agreement.

Quebec *Daily Telegraph* is issuing a war publication entitled "The Telegraph War Scrap Book." It consists of thirty-two pages and cover, and contains a choice selection of the best articles taken from the leading magazines and newspapers.

A new magazine in Montreal is the *Canadian Educator*, edited by C. R. Lemon. It carries the sub-title of "A Monthly Magazine for Those Who Think." A Western branch office has been established in Winnipeg by J. A. Thomson in the McIntyre Block.

Hal. Brown, assistant financial editor of *Montreal Herald*, an Ottawa boy, has been accepted by the Grenadier Guards for their volunteer contingent, and Harold P. Feeney, City Hall reporter of the *Herald*, who is a reservist, left August 18 for Quebec on his way to England.

ONTARIO.

Guelph *Herald* offers 50 transfer patterns for a coupon and 25 cents.

T. W. Sim, editor of *Elgin Sun*, has purchased Rodney *Mercury*.

A. M. Todd, a former owner of *Goderich Star*, was drowned at Port Dover on July 26.

Pictou *Gazette* offers "Everybody's Dictionary" free with every new paid-in-advance subscription.

R. C. Hayes, of the sporting staff of *Toronto Star*, has joined the Princess Patricia Light Infantry.

Wm. McDonald, M.P.P., editor of the *Chesley Enterprise*, and Mrs. McDonald, are on a trip to the West.

Six coupons and 65 cents (expense amount) secures an Economy Administration Cook Book from *Chatham Planet*.

S. Roy Weaver, M.A., news editor of the *Toronto News*, was married at Petrolia, Ont., to Miss Edith Sophia Pratt.

Lt.-Col. John Bond, the new editor of the *Salvation Army War Cry* has arrived from England and taken up his duties.

T. C. Schultz, who has been publishing the *Post*, of Cochrane, has discontinued his paper and has removed from that town to Toronto.

Port Colborne *Citizen*, successor to *Port Colborne Times*, has been very much improved, both typographically and from a news standpoint.

The Ottawa evening newspapers are issuing special noon editions during the continuance of the war. They sell to the public for two cents.

The entire staff of *Toronto Evening Telegram* journeyed to Centre Island on the afternoon of Tuesday, July 28, and enjoyed their annual picnic. All kinds of games and sporting events were pulled off.

F. H. Leslie has sold *Tavistock Gazette* to W. H. Appel, warden of Tavistock. Mr. Leslie will continue to publish the *Niagara Falls Review* as heretofore.

Burglars raided Lindsay *Watchman Warder* and, according to the editor, stole 3 cents and 2 bananas, leaving behind an axe used in prying open the windows.

W. D. Callinam, a representative of *New York Journal*, owned by W. R. Hearst, was in Toronto recently looking over the newspaper situation in that city.

Andrew D. Clarke, of the editorial staff of *London Advertiser*, and formerly with *Toronto Globe*, was married on August 17 to Miss Marie A. Mullan, of London.

Ottawa *Journal* has notified their employees that any of the staff going with the Militia that their position will be kept open and the salaries of married men paid during their absence.

The annual meeting of the St. Lawrence River Counties' Press Association, which was to have been held at Cornwall, August 10, has been postponed indefinitely, owing to the war situation.

Tweed *Advocate*, Zed La Fountain, proprietor, has installed a Campbell cylinder, replacing the Washington hand press that has served since the establishment of the paper three years ago.

300 employees and friends of *London Advertiser* picnicked at Port Stanley on Saturday afternoon, July 25. The staff of the job department joined with those on the news end and the picnic was a huge success.

P. C. L. Erney, publisher of *Prescott Messenger*, had the misfortune to break his left arm above the wrist, by getting it caught in a fast-running pulley upon which he was placing the belt operating the big press.

Mr. and Mrs. C. H. Sawle, of New Hazelton, B.C., are on a trip East, visiting friends in Toronto, Hamilton and Welland. Mr. Sawle who is the publisher of the *Omineca Herald*, has left the paper in charge of F. H. Dolbin, of Peterboro.

Welland *Telegraph* published in full the address of James Schemerhorn, at the meeting of the Press Association as a piece of education for the general public on the question of the publisher's responsibility for the character of the advertising he carries.

A new paper has been started in Wiarton by C. A. Burnes and E. G. Cross. It is a weekly publication known as the *Record* and the first issue on August 13 presented a clean, newsy appearance. For several years Wiarton has been served by only one paper, the *Canadian Echo*.

Toronto World offered for 15 days only to deliver their paper in Toronto for the balance of the year for \$1.50 and in addition give each subscriber a \$500 accident insurance policy, guaranteed by an insurance company, also an identification and protection tag which can be attached to keys, suit case, umbrella, etc., and if lost, finder is given \$1.00 for returning to the Key Registry Co. Both policy and tag are good for one year.

Fire, which broke out in an adjoining building, shortly after midnight, Aug. 3, damaged the plant of *Barrie Examiner* to the extent of about \$2,500. The loss was covered by insurance. Through the courtesy of the *Gazette*, one paper has been issued from that office during the time the *Examiner* plant is being moved and fitted up in new quarters. One of the chief losses in the fire was fifty years' files of the *Examiner*, which began publication under the late W. M. Nicholson in 1863. J. A. MacLaren is the present publisher.

James K. Hyslop, for 36 years on the staff of *Toronto Telegram*, died suddenly from heart failure on August 20, in his 56th year. Born in Scotland, the late Mr. Hyslop, after winning the distinction of being the youngest matriculant of the University of Glasgow, emigrated to Canada and joined the staff of *The Evening Telegram* as a copy-holder. In later years he occupied for some time the position of city editor, and at the time of his death was chief proof-reader. Mr. Hyslop was also the local representative of the Western Associated Press.

W. H. Robertson, publisher of *Peterborough Morning Times*, died on Sunday, August 2, at the family residence in Peterborough. He was seized with a paralytic stroke on the previous Thursday and his condition gradually grew worse until death ensued. Mr. Robertson was a resident of Peterborough practically all his life, having removed from Cobourg with his parents at a very early age. When 14 he entered the *Review* office, then conducted by Robert Romaine, to learn the printing business. In 1872, in connection with the late Walter Welch he established the *Times* as a weekly. It was later developed into a daily, and was known as the only morning newspaper between Toronto and Montreal. For a time Mr. Robertson also conducted with success the *Canadian Agriculturist*.

A number of Old Boy graduates of *Stratford Beacon* were guests of the editor and proprietor, W. M. O'Beirne, at luncheon August 3, at the Windsor Hotel, on the occasion of the *Stratford Old Boys' Reunion*. Those present included James Fisher, *Toronto* manager of the McConnell & Ferguson Advertising Agency; J. B. Allen, advertising manager of *Canadian Courier*; T. J. Tobin, business manager of *Canadian Countryman*; Roy Perry, of the *Acton*

Publishing Company; M. McCallum, assistant secretary of the Toronto Harbor Commission, and J. D. McCallum, Eastern advertising manager of *Montreal Star*. Mr. O'Beirne and W. A. Ewart, superintendent of the *Beacon's* mechanical department, did the honors of the occasion. Reminiscences of their early-day associations on the *Beacon* were exchanged, and congratulations extended to Mr. O'Beirne on his elevation to the presidency of the Canadian Press Association, and a toast drunk to the continued success of their newspaper *Alma Mater*.

MANITOBA.

A free atlas of the world to every new subscriber is the offer of *Portage la Prairie Review*.

F. McGillivray Grant has sold the *Minto Packet* and the *Belmont Voice* to W. A. Bourne.

W. G. Pickell, for some years the proprietor of a job printing business at Portage la Prairie, has started a newspaper at Langruth. The paper is called *The Herald*.

The publication of *Gas Power Age*, Winnipeg, has been discontinued. This paper has been purchased by E. H. Heath & Co., Limited, and will shortly appear in an enlarged and improved form under the name of *Motor and Sport*.

W. H. Ashley, until recently editor and publisher of the *Globe* at Boissevain, and his son, B. W. Ashley, are in Edmonton looking for a suitable new town to establish a newspaper. Mr. Ashley was in Edmonton in 1881, when there were 25 people at the old trading post. At that time he was the entire staff on the *Bulletin*, owned by Hon. Frank Oliver.

Messrs. Inglis & Michie, publishers of *Roland News*, left for Winnipeg Saturday with the intention of joining one of the regiments for active service in the European war. They were given a send off by the local cadets and the cadet band and it is learned that on reaching Winnipeg enlisted in one of the Highlander's regiments of that city. Messrs. Inglis & Michie have been proprietors of this paper since August 1, of last year, and originally came from Peebles, Scotland. During their absence the paper will be conducted by L. Bennett.

SASKATCHEWAN.

Chas. B. Piper, editorial writer for *Regina Daily Province*, is with the British army.

Major J. A. Aikin, of Saskatoon, is laid up in the hospital with an injured knee, the result of an accident some years ago.

P. J. Horton, until recently a reporter on the staff of *Regina Daily Province*, is with the Royal Canadian Horse Artillery at the front.

Saskatoon *Phoenix* has just issued a splendid Exhibition and Harvest number. About \$15,000 worth of advertising was carried. The printing was handled by the job department of the paper.

Nearly 500 employees and friends of *Regina Leader*, both newspaper and job departments, journeyed to Lebret on Saturday afternoon, July 25, and enjoyed to the full their third annual picnic. There were sport events for all and a thoroughly enjoyable day was spent.

The first copy of the *Gravelbourg Enterprise* was issued July 30, and reflects credit upon the editor and proprietor, Thos. Brown. The selection of type faces for both text and display is particularly pleasing. The paper is 8 pages, 6 cols., four home print. The advertising patronage is excellent and a note indicates that owing to rush for work it was necessary to hold some over, which sounds as though the business men of Gravelbourg appreciated the establishment of the *Enterprise*. The paper is conducting a voting contest.

ALBERTA.

Edmonton *Journal* announces its sixth annual short-story competition.

A newspaper is now being published at Peace River Crossing, called the *Peace River Record*, by Charles W. Fredericks, a former Edmonton newspaperman.

Fred W. Harding has resigned as news editor of *Edmonton Capital* to engage in special edition work with C. A. Violette, who is planning an industrial number for *Regina Leader*. Mr. Violette is completing a special edition for *Saskatoon Phoenix*.

BRITISH COLUMBIA.

The publication of the new Vancouver daily, the *Times*, which was billed to appear in July, has been postponed indefinitely.

W. N. Swartout, formerly of the *San Francisco Chronicle*, and who came north last year to get in on the new country opened up by the Grand Trunk Pacific, has decided to locate at Terrace, where he is starting a newspaper to be known as the *Terrace News Letter*.

Prince Rupert *Daily News*, the organ of the Liberal party in Northern B.C., owned by a syndicate of business men under lease to H. F. McRae, has been sold to F. G. Dawson. The present management will continue temporarily. Mr. Dawson is a well-known wholesale provision merchant.

H. Cunningham Morris, for the past two years editor of *Kamloops Inland Sentinel*, has left for Portsmouth, England, to report to the Royal Naval Reserve Branch, with the rank of Lieutenant.

Robt. Lowery, well known as a free lance publisher and writer in the interior of British Columbia, has once again branched into journalism after a few years' retirement and is now editing the *Princeton Star*, in Southern Okanagan.

Bernard McEvoy, for many years on the editorial staff of *Vancouver Province*, has returned to Canada after a sojourn in England of two years. The return trip was hazardous, owing to prevalence of fogs and proximity of icebergs.

J. M. Wright, of Princeton, a pioneer newspaperman, is staying for a few days at the Hotel Vancouver. He has disposed of the *Similkameen Star*. He came to this province thirty-five years ago. He worked on the first newspaper printed in Vancouver, the *Voice*, since amalgamated with the *Advertiser*, to make the *Voice-Advertiser*, *Vancouver World*.

(P)

War Stimulates Demand for Newsprint

PRACTICALLY the whole world is looking to the North American continent for its newsprint supply, but so far no shipments have been made, owing to the partial suspension of ocean traffic and the preference given by shipping companies to foodstuffs and other first class cargoes. The following table gives the situation in a nutshell, showing the daily output, consumption, export and import of newsprint, for the entire world:

WORLD'S DAILY PRODUCTION AND DISTRIBUTION OF NEWS-PRINT

| Country. | Output
Tons. | Consumption
Tons. | Exports
Tons. | Imports.
Tons. |
|---------------------------------|-----------------|----------------------|------------------|-------------------|
| United States | 5,000 | 5,000 | 1,000 | 1,000 |
| Canada | 1,500 | 400 | 1,100 | |
| Germany | 1,100 | 800 | 300 | |
| England | 800 | 1,100 | | 300 |
| France | 700 | 700 | | |
| Sweden | 300 | 200 | 100 | |
| Norway | 200 | 200 | | |
| Russia | 150 | 150 | | |
| Japan | 100 | 100 | | |
| China | 25 | 25 | | |
| Australia | | 75 | | 75 |
| Belgium and Holland | | 50 | | 50 |
| Balkian States and Turkey | | 25 | | 25 |
| | 9,975 | 8,825 | 2,000 | 1,475 |

South America and Africa and any country not mentioned are supplied chiefly by the United States, Canada and Germany.

In addition to the unprecedented demand placed upon North American mills another serious factor is the cutting off of the supply of sulphite from Germany and Sweden. While this may not directly affect Canadian mills, most of them being independent in this regard, it has already created a strong demand for Canadian pulp in the United States and prices have advanced considerably. There is one redeeming feature in the newsprint situation, from the publishers' point of view, and that is that the Canadian mills have not been manufacturing to anything like their full capacity, and it is argued that there is not likely to be any justification for more than a slight advance in price. However, if shipping facilities are available and Canadian and U.S. mills make a serious attempt to fill export orders it seems quite probable that a paper famine would ensue eventually. This is the opinion of A. E. Wright, vice-president and manager of sales of the International Paper Co. So far increases in price have applied only to export quotations and leading manufacturers have announced that they will protect domestic users of newsprint at all hazards.

(P)

CORRECTION OF ERROR.—In publishing in our last issue the new schedule of fees charged trade and class papers for membership in Canadian Press Association it was erroneously stated that the fee for journals having a circulation of 30,000 or over would be \$25, plus \$5 for each additional 10,000 circulation over 20,000. This should have read "plus \$5 for each additional 10,000 over 30,000."



Which Will We Send You?

Without Cost or Obligation

Just write us to-day for the free trial tin you would like to test out to your own satisfaction. There is no cost or obligation attached to this offer. We simply want you to know the good qualities of SURPRISE and WONDER BLACKS, how they will cut in half the running time of your presses, avoid slip-sheeting, and secure for your work that brilliant density associated only with the most costly inks.

Hundreds of other printers have proven this to their personal profit and that of their customers. Why not make the test on your own work when you can do so without cost or obligation whatever?

Surprise Black is specially suited to mail order catalogues, booklets, job work, or, in fact, any class of work suited to S.C. paper.

Wonder Black is a fine quality ink at a moderate price, specially adapted to the highest grade catalogue, booklet or commercial work.

For the job you are particularly anxious to turn out in perfect shape, Wonder Black comes to back up your efforts with complete success.

One important time-saving feature of these inks is that they do not require slip-sheeting, even on the heaviest work. You can run your presses at what speed you wish and print, turn, print and bind all in an eight-hour day.

As this special offer will close the end of this month it would be well to send for your trial tin to-day.

The Ault & Wiborg Co. of Canada, Limited

Toronto

Montreal

Winnipeg

TRADE NOTES

BOOKBINDERS' MACHINERY EXHIBIT AT TORONTO EXHIBITION.

IN THE southeast corner of Machinery Hall, at the Canadian National Exhibition, Toronto, will be found an extensive exhibit of bookbinders' and printers' machinery and supplies by the J. L. Morrison Company, Toronto. Here will be shown some of the latest improvements and developments in this line, and printers attending the Exhibition are afforded an excellent opportunity of thoroughly familiarizing themselves with the working of these improved machines and devices. The National Exhibition will open next Monday, Aug. 31, and continue until Sept. 14.

HAMILTON'S NEW GALLEY CABINETS.

ON ANOTHER page of this issue will be found an interesting announcement of the Hamilton Mfg. Co., showing some of their latest improvements in galley cabinets and galleys. The new features incorporated in their latest offerings mean increased efficiency in the Composing Room and an actual saving in dollars.

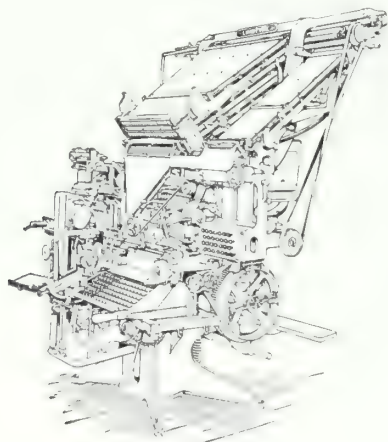
Every job that comes into the printing office must be corrected, proofed and stored. The Hamilton System of handling this matter saves money on each one of these operations. Their ideas are worthy of consideration and hundreds of printers have already taken advantage of them.

If sufficient information is not given in the advertisement, write the Hamilton Mfg. Co. direct, as they are willing to send to interested parties complete literature on the subject.

LINOTYPE COMPANY WILL HAVE SPECIAL EXHIBIT DURING C. N. E.

Instead of taking space at the Canadian National Exhibition, Toronto, this year, Canadian Linotype, Limited, will have an extensive exhibit in their own showrooms at 35-39 Lombard Street. All of the different models will be shown in actual operation, so that this will be a splendid opportunity for all printers interested in typesetting machines to become familiar with the features of the linotype from the least expensive and simplest single magazine machine to the new Model 14, which will be shown in Canada for the first time.

The Model 14 is a three-magazine linotype with an auxiliary magazine as shown in the illustration herewith. It is similar to the Model 8, with the exception of the addition of the small ma-



Model 14 Linotype.

gazine at the right hand side and the necessary extensions therefor. This supplementary magazine makes the machine a very valuable asset to a newspaper or job office for use on headings or display. A font of capitals up to 36 point can be contained in the auxiliary magazine and the matrices are released into the channel by means of a small additional keyboard, and are then distributed in the

regular way. All the regular magazines of the Model 14 are interchangeable with the magazines of the Model 8 and Model 5. One has to see the machine itself in operation in order to appreciate its many advantageous features.

The Linotype Company extends a special invitation to all weekly newspaper publishers to visit their exhibit, and in a letter recently issued by them they publish a list of 47 small and medium sized weeklies using their machines, thus showing the adaptability of their simpler and less expensive models to the weekly newspaper business.



N. E. WAINWRIGHT.

E. G. R. CLARKE

NEW REPRESENTATIVES OF PAPER HOUSES.

N. E. Wainwright, who for some time has represented the National Paper Co., Limited, 156 John Street, Toronto, has resigned, and joined the selling staff of Ritchie and Ramsay, Toronto. He has been succeeded by E. G. R. Clarke, late of Montreal, where he was on the advertising staff of the MacLean Publishing Co.

MONOTYPE SPECIMEN BOOK.

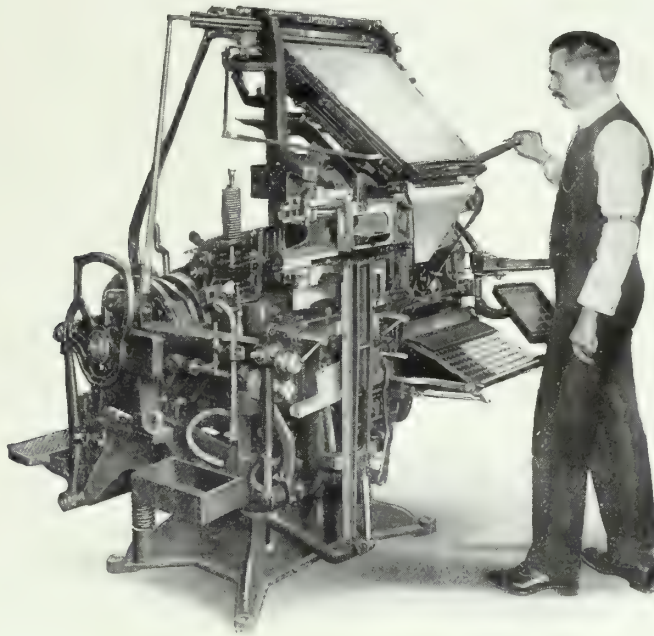
MONOTYPE users, publishers, advertisers and buyers of printing who use the Monotype loose-leaf specimen book for reference, are requested to send their books to the Philadelphia Office of the Monotype Company. They will insert the new index tabs with celluloid tips which divide the Monotype matrix equipment into the following groups of faces: Modern Faces, Old Style Faces, The No. 64 Family, Antiques, Titles, Gothics, Law Italics, Outlines, Texts Typewriter and Mailing List, Foreign Faces, Initials, Figures and Fractions, Signs, Leaders, Dashes and Sorts, Borders and Ornaments. While reclassifying the faces now shown in your book, they will insert specimen sheets of new faces in complete series, and separate proofs of additional point sizes which have been added to some of their present series of faces. These new sheets embrace a total of 86 fonts. There will also be included new sheets showing Monotype leaders, dashes, and other special characters. Send your Specimen Book to the Monotype Company, Philadelphia, by prepaid express and they will prepay its return to you.

NEW PAPER HOUSE FOR CANADA.

IT IS reported the George Irish Paper Co., of Buffalo, intend entering the Canadian field, and that they will establish warehouses in Toronto, Ottawa, Montreal, Hamilton, London and Winnipeg. Lou Houpt, president of the company, was recently in several Ontario cities on a business trip.

QUICK CHANGES

Without Complex Mechanism



Model B Intertype

The operator makes a change of magazine on this Intertype quicker than a compositor can change his stick and cases.

SIMPLICITY and SPEED
PLUS
VERSATILITY

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg

Curtailment of Expenses

is vital to the interests of every printer and publisher in Canada—at this time as

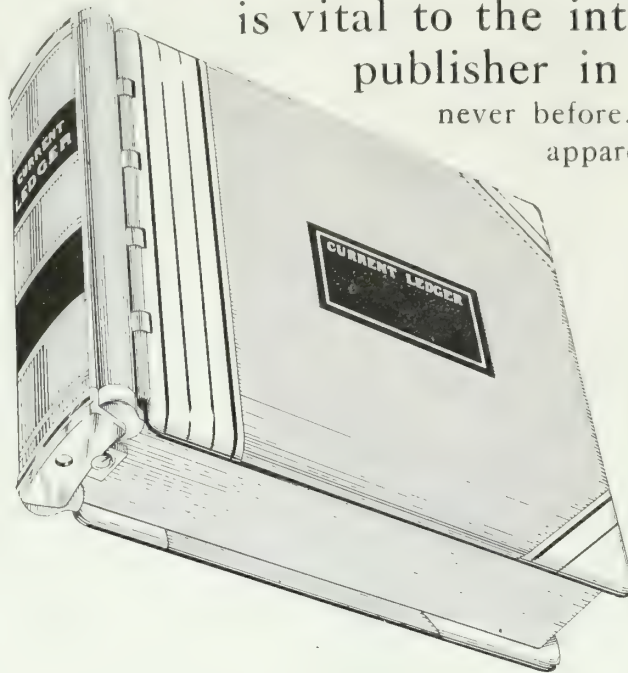
never before. But in no case is true economy more apparent than in materially adding to your

plant and operations at no cost whatever to you. Regardless of present conditions, business will still go on and in many cases in increased capacity. And the men in your town will be better prospects than ever before for reputable loose-leaf devices that ensure a saving of both time and money.

Then why not handle NOW the loose-leaf business of your locality? Why not add an efficient loose-leaf department to your plant—especially when you can do so without extra cost and the bother and expense of overhead charges?

Just let us bear that for you, and also back you up with the facilities and service of our modern, well-equipped plant.

Write us TO-DAY for full particulars of our special plan whereby you can conduct a profitable loose-leaf business in your town without cost to you whatever.



PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

E. PULLAN MOVES TO NEW \$45,000 BUILDING.

E. PULLAN, Toronto, has just erected the largest and most modern waste paper warehouse in Canada on Maud St., near Adelaide St., and in close proximity to his former quarters. The building consists of five stories and basement, of brick and mill construction. There is a frontage on Maud St. of 60 feet and the building extends back 100 feet adjoining the former property which fronts on Adelaide St. The new building is well lighted, hardwood floors are used throughout, metal sash and wired glass are used for the windows, while a complete automatic sprinkler system has been installed. As thousands of pounds of paper pass through their hands every day, it is only natural that the building is arranged so that material follows one operation after another in natural progression and with all possible dispatch. Special attention has been given the method of separating rags, which will be collected in immense bins, filled from the floor above, and graded according to quality. The former premises will be used for storing rags. The old rag house will be converted into a place for sterilizing and washing wiping rags, and a special outfit has been put in for this purpose. The new building was erected at a cost of \$45,000, and Mr. Pullan has commenced to move into his new quarters this week.

THE NEW MANN OFFSET PRESS.

AMONG the presses exhibited by Geo. Mann & Co., Limited, London, Eng., at the recent London Printing Exposition, was the new High-Speed, Eight-Crown, All-Size, Reel Perfecting Rotary Offset Machine. This machine prints from the web up to 42 x 64 in., but can be used for printing sheets of various sizes, either on both sides or one side only. The sheets are cut before being received by the gripper on the cylinder and in passing between the two rubber blanket cylinders receives the impression back and front. Of the special features embodied in this machine, one is an inking device which overcomes the difficulties which, in the past have been associated with lithographic printing at a high speed. The inking rollers are refreshed in sections when out of contact with the wet plate by special method, for which a patent has been applied.

Another machine which created quite a sensation was the Mann Two-Color and Perfecting and Offset Press. Its reliability and swift-running were commented upon freely by experts in the trade. The Mann Baby Offset Press, 12x20, and a 48x65 single color offset press, were also on exhibit, together with a Proving and Reversing Press indispensable with the offset process.

MODEL 5 AND MULTIPLE LINOTYPES FAVORITES WITH PRINTERS.

Judging from the larger number of installations for the Model 5 Mergenthaler Linotype, the conclusion may be drawn that this is quite a favorite model with Canadian printers. Among those who have recently installed this model are the following:—Halifax Chronicle; Charlottetown (P.E.I.) Guardian [three]; Ramouski (Que.) Le Progres; De Lamirande Co., a new trade paper office in Montreal; Godin-Menard Co., Montreal; Hull (Que.) Spectateur; Ottawa (Ont.) Le Droit; Cobalt (Ont.) Nugget; Belleville (Ont.) Intelligencer; Lindsay (Ont.) Post; Oshawa (Ont.) Reformer; Viking Press, Winnipeg. Le Droit, of Ottawa, and Le Temps, Ottawa, listed as having installed a Model 5 and Model K, secured at the same time Model 4's. The Model K double-decker machine has been installed in the offices of Scotia Printers, New Glasgow, N.S.; Toronto Mail and Empire; Aurora (Ont.) Menace, Canada Weekly, Winnipeg; and Western Standard, Calgary, Alberta. Pictou (N.S.) Advocate, Stratford (Ont.) Herald, Halifax Chronicle and St. Thomas (Ont.) Journal have each added to their equipment the Model 8, three decker, while the Wiarton Record have installed the Model 15, and the Montreal Gazette a Model 9, four decker, for use on headings and display advertising.

EXHIBITS AT WINNIPEG EXHIBITION.

The John Martin Paper Company, Limited, Winnipeg, had a display of paper in the making in the Printers' Board of Trade section, showing the various raw stocks from which paper is made in the different stages of manufacture, including spruce, wood, cotton rags, overall clippings and old newspapers.

W. F. C. Foster and E. L. Macdonald, of Wawanesa, Manitoba, had an ingenious press on exhibition in the printing section. It would probably be more correct to say an ingenious attachment for a press, as an old platen machine had been reconstructed so as to print from a roll of paper.

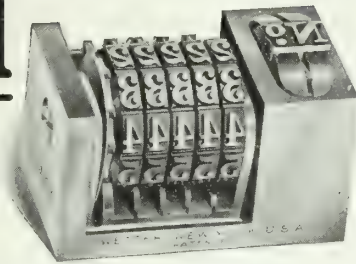
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As a direct outcome of the war between Great Britain and Germany the paper firm of Brangs & Heinrich, whose main office is at Solingen, Germany, will close their Canadian branch at 455 King St. W., Toronto, as soon as their present stock is exhausted. They deal exclusively in imported papers, which come principally from Germany and will, of course, be unable to obtain any further supply for an indefinite period.

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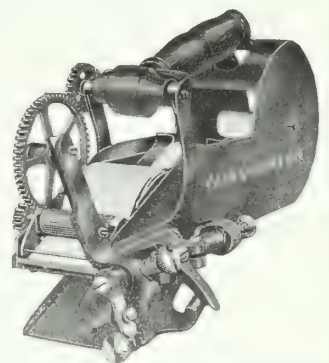
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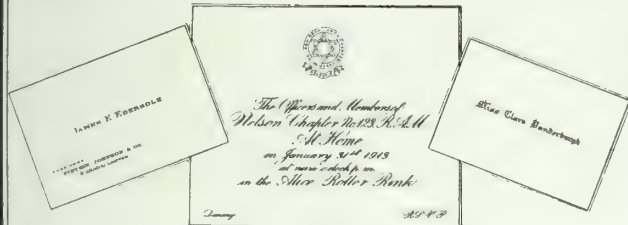


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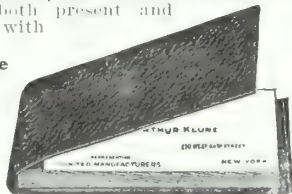
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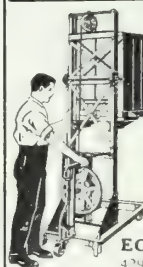
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Miller & Richard, 7 Jordan St., Toronto.

LINOTYPE INSTRUCTION

LINOTYPE INSTRUCTION; DAY OR EVEN-ing classes; seven Mergenthalers. Prospectus, Empire Linotype School, 419 First Ave., New York. (1014)

SITUATION WANTED

SUPERINTENDENT DESIRES CHANGE — executive position. Can estimate and lay out, producing highest grade work. Most successful in competitions and handling staff. Box 345, Printer & Publisher, Toronto.

AI. PRINTER—OPEN FOR ENGAGEMENT—estimator or assistant superintendent—Would take complete charge of moderate sized plant. Box 347, Printer and Publisher.

POSITION WANTED — YOUNG MAN 28, temperate, desires to associate himself with wholesale house or publishing company. Practical newspaperman. Best references. Willing to break in at the bottom with a view to travel. Box 346, Printer & Publisher, Toronto.

OLD TYPE WANTED

CASH PAID FOR OLD TYPE. CANADIAN Type Foundry, Buffalo, N.Y.

BUSINESS CHANCES

JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

FOR SALE — OLD-ESTABLISHED INDE-pendent weekly paper in one of the best towns in Ontario, place with 3,500 population. Good equipment; splendidly located office. Gross business about \$500 monthly. Price \$5,500; half down. Excellent reasons for sell-ing. Address Box 343, care of Printer and Publisher, Toronto. (814)

FOR SALE BY TENDER—JOB PRINTING plant with newspaper equipment in the City of Brantford. Stonemetz cylinder press (sub-ject to lien), two platen presses, automatic power cutter, new wire stitcher, three stones, splendid supply of metal and wood type (most of which is practically new). Attractive office fittings. Old established connection. A money-maker for some one. Full particu-lars on application to Harley & Sweet, Bar-risters, Brantford, Ont. (814)

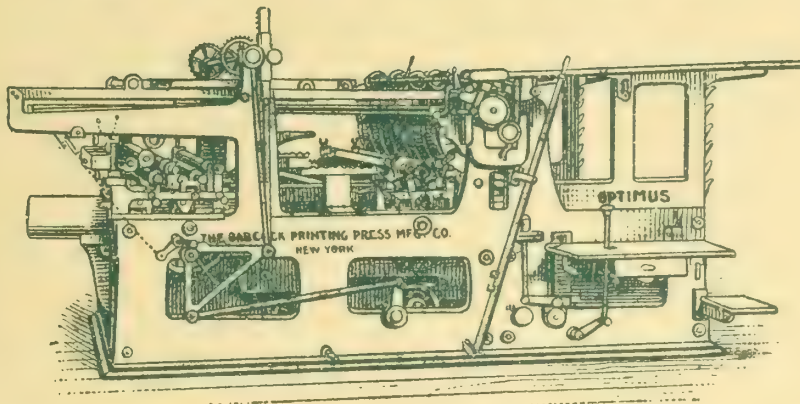
TO NEWSPAPER MEN AND PRINTERS — Other interests compel disposition of my newspaper business in British Columbia. There are two plants and two papers under one management, established twenty years, in two prosperous adjoining communities, with joint payroll of \$150,000 per month. Plants are modern, and business pays net profit of 25 per cent. on price asked, which is \$12,000, plus job stock, at shelf price, invoicing about \$1,500 on first payment; \$5,000 is required, and balance can be paid at rate of \$100 per month. Exceptional opportunity for two practical men. Present owner in control for six-teen years, and outside interests demand his attention. Address Box 344, Printer & Pub-lisher, Toronto, Ont. (1014)

"PRINTING PLANT FOR SALE, INCLUDING 'Gordon' Press, 30-in. Cutter, Foot-Power Stitcher, and a large quantity of up-to-date Font. Write for copy of complete inventory of plant, together with samples of type, Broad-view Y.M.C.A., 275 Broadview Ave., Toronto." 0

FOR SALE—ESTABLISHED JOB PRINTING business in Berlin; plant in good condition; three presses and practically all new type. Excellent opportunity for right man to locate in thriving city. For particulars write J. C. Jaimet, Berlin, Ont. 0

John Wanamaker says that advertising doesn't jerk — it PULLS. He ought to know, and yet some men think that advertising should go against all rules and prece-dents and jerk them to success with one tremendous yank.

THE BABCOCK "OPTIMUS"



As "small leaks sink big ships," so small inconveniences, many and frequent changes for different kinds of work, and lack of speed, will sink all the profit in a printing contract, although, in the main, the press was thought to be a pretty good machine.

There are No "Small Leaks" in the Babcock Optimus

It is built for quick and convenient handling, takes all sizes and thicknesses of paper without change, is abundantly equipped with time and labor saving devices, and when slip-sheeting is desirable, which is seldom, the press can be run at the usual rate of speed. Because of no lost time for repairs, quick make-ready, a bed motion that is unequalled in simplicity and efficiency, and strength that allows the limit of speed to be kept up for years, *The Babcock Optimus is the Fastest Two-Revolution Built.*

The "Optimus" for Convenience—for Economy—for Speed—for Profit—for You.

We want to tell you more about it. Write us.

Our Best Advertisements Are Not Printed,—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

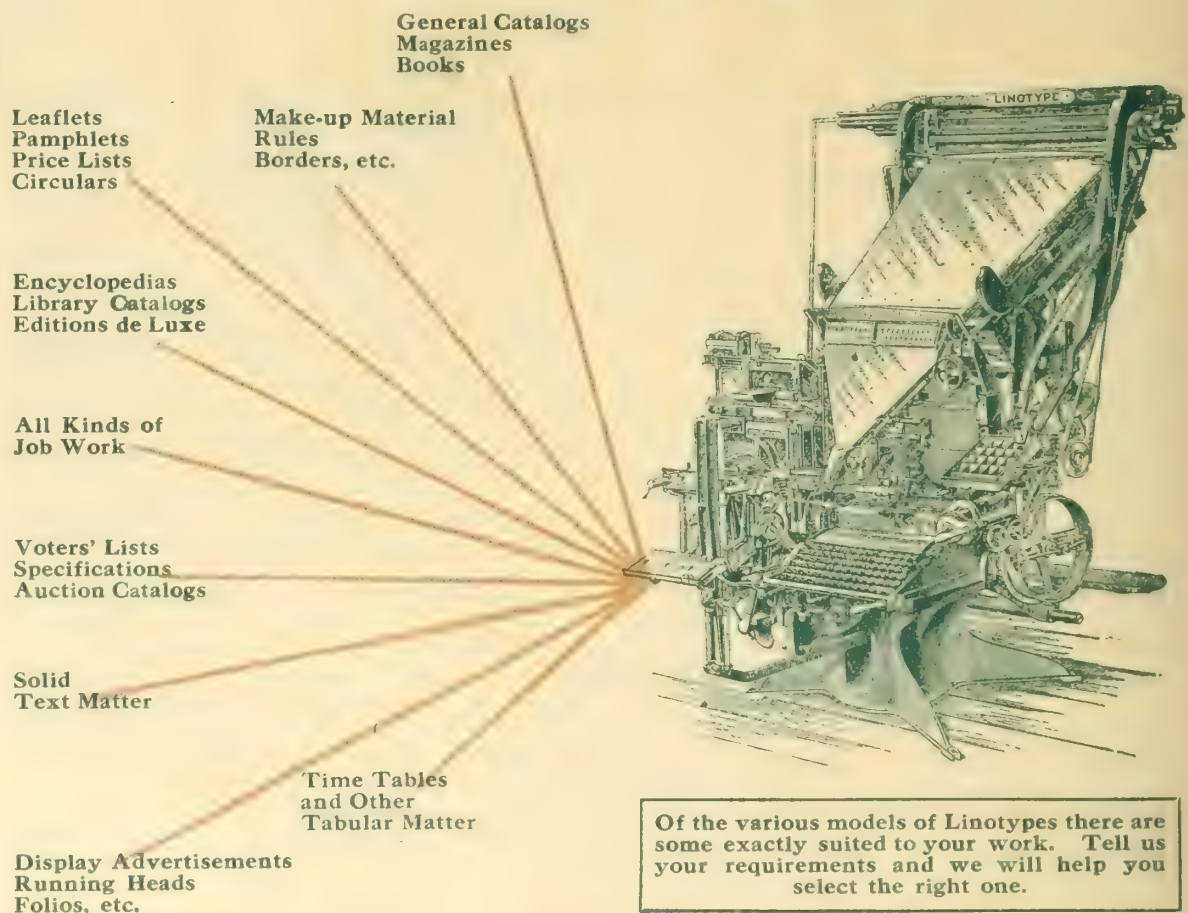
PRINTER AND PUBLISHER

Buying OUTPUT

When you buy a composing machine you are
really buying output

THE LINOTYPE

not only does all the work, but it pays to
do it "the Linotype way"



Where Quality in addition to Speed and Economy, is required, the
LINOTYPE becomes imperative

The Multiple Linotype Way Is the Modern Way

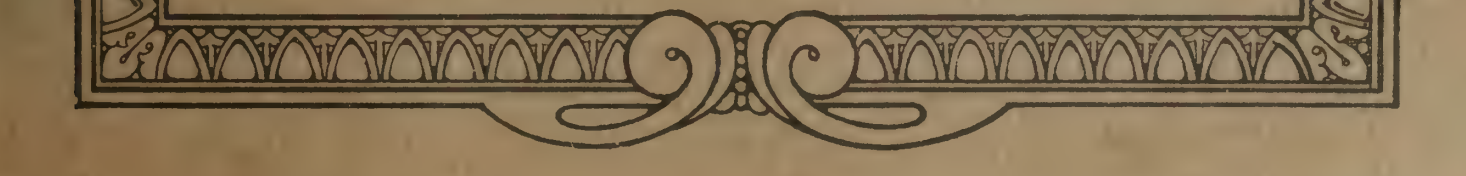
CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET :: :: TORONTO, CANADA

PRINTER &
PUBLISHER
OCTOBER, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO ~ MONTREAL ~ WINNIPEG



THIRD PATENT SUIT

LINOTYPE vs. INTERTYPE

We desire to announce that we have instituted a third action in the United States District Court of the Eastern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

| | |
|-----------------------------|-------------|
| W. S. Coe | No. 619,393 |
| Isaiah Hall | " 665,212 |
| Isaiah Hall | " 665,326 |
| J. R. Rogers | " 740,470 |
| J. M. Cooney & H. L. Totten | " 759,501 |
| P. T. Dodge | " 761,289 |
| H. A. Agricola, Jr. | " 789,646 |
| J. R. Rogers | " 792,851 |
| P. T. Dodge | " 797,412 |
| T. S. Homans | " 825,054 |
| D. S. Kennedy | " 888,176 |
| J. R. Rogers | " 945,608 |
| D. S. Kennedy | " 1,104,512 |

We have recently announced a first and second action, now pending, in the United States District Court of the Southern District of New York, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

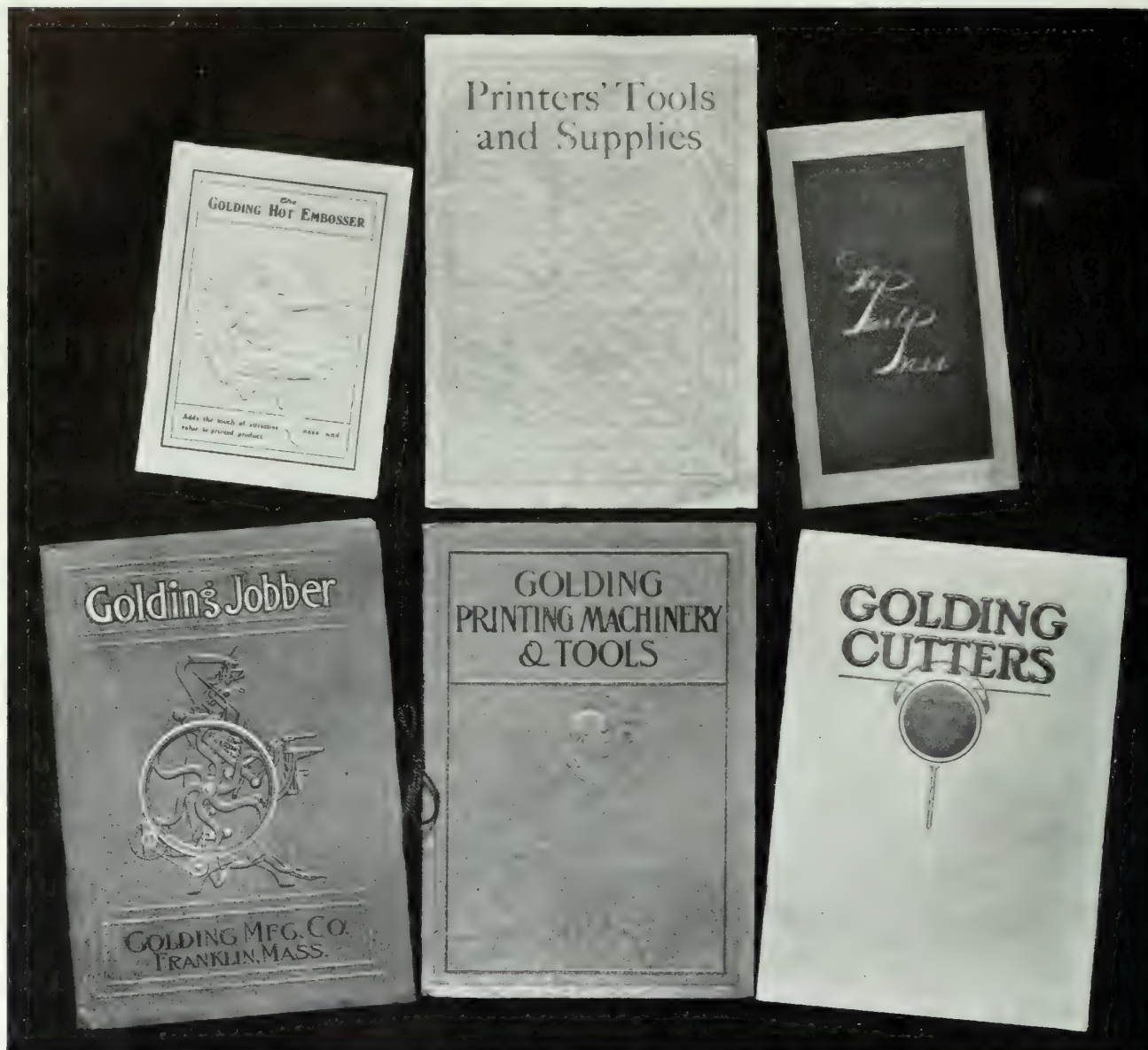
| | | |
|---------|-------------|-------------|
| | No. 614,229 | No. 757,648 |
| | " 614,230 | " 758,103 |
| Reissue | " 13,489 | " 759,501 |
| | " 586,337 | " 787,821 |
| | " 619,441 | " 797,412 |
| | " 630,112 | " 797,436 |
| | " 643,289 | " 824,659 |
| | " 661,386 | " 826,593 |
| | " 718,781 | " 830,436 |
| | " 719,436 | " 837,226 |
| | " 734,746 | " 848,338 |
| | " 739,591 | " 888,402 |
| | " 739,996 | " 925,843 |
| | " 746,415 | " 955,681 |

MERGENTHALER LINOTYPE CO.
Tribune Building :: :: New York, N.Y.

BE BOLD. Take advantage of the cheering news from the front. Revive your confidence in Canada as an industrial productive member of the Empire. Strive to maintain normal business conditions at home. Gratifying success has met us in this endeavor. While one of our Managers and a number of our staff are absent with the colors on full pay, the others are working full time, without reduction of salaries, catering to our customers along special lines. This is the opportunity to make your plant more efficient at minimum expense and less loss of time. From our large stock of rebuilt machinery, printers are picking up many excellent bargains and also utilizing the opportunity to overhaul and rebuild machines in use. Our Duplex Tubular Plate Rotary Presses are attracting wide attention, because of the tremendous product they deliver in these days of special editions and increased circulation. Our Intertype Composing Machines are more than ever appreciated for their simplicity, reliability and large product; in fact, while the nature of business has changed a little, owing to war conditions, we nevertheless find among our customers a feeling of security and assurance of the future well-being of Canada and they are wisely preparing to reap the benefits which all signs encourage us to believe are imminent. This is a time when we must all value our work not so much by what we get out of it as by the service we render to others. If you want advice or information or plans upon any schemes to improve your plant, we will gladly confer with you. Our experts on composing-room efficiency and machine operation are at your command. Last week we mailed widely a very tempting offer. If you received none tell us and you shall promptly have it.

Yours patriotically,

MILLER & RICHARD.



GOLDING CATALOGS

Catalog of Golding Jobbers.

This is for the printer interested in a job press capable of raising the standard of his printed product — decreasing the percentage of cost and increasing the net profits.

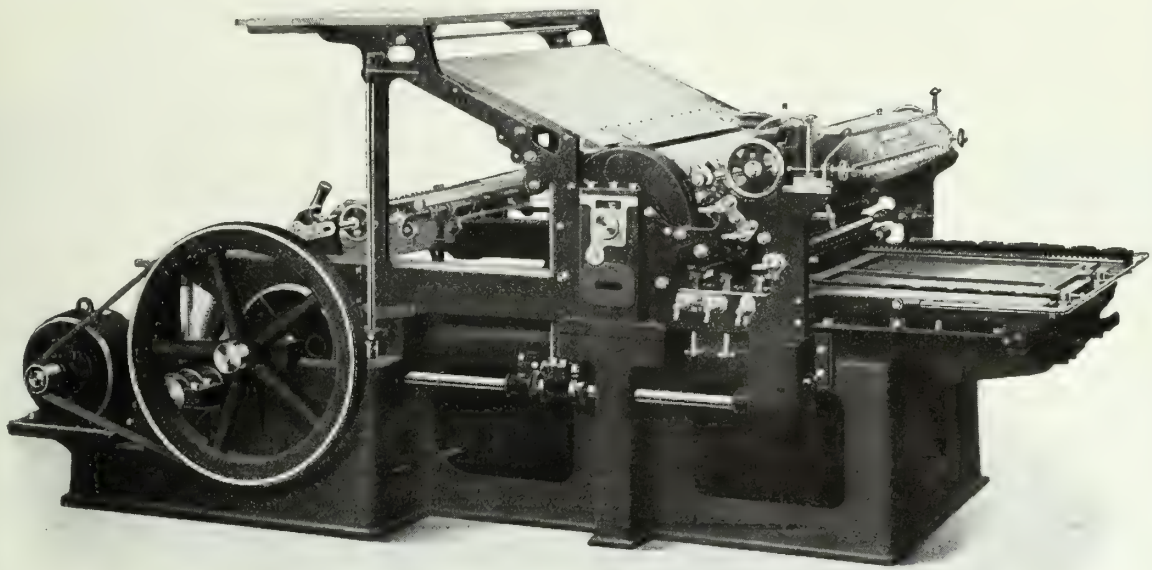
The Golding Hot Embosser—a new device facilitating embossing on job presses with only an ordinary printing impression.

We are not sending these catalogs out promiscuously, but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it.

One or more of these catalogs are for you. Send your request.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; Miller & Richard, Winnipeg; American Type Founders Co., Vancouver.



VICTORIA

STOP-CYLINDER MACHINE

Is a machine which combines the speed attained by a two-revolution press with the accuracy of register of the stop-cylinder.

The VICTORIA has a very strong base, consisting of two castings bolted together. Perfect pyramid inking gear. Two to six tracks with positive-drive bowl carriers. New improved gripper system with lay on the cylinder.

For fast book work, halftone and color work. Full particulars and catalogue from

STEPHENSON, BLAKE & CO.

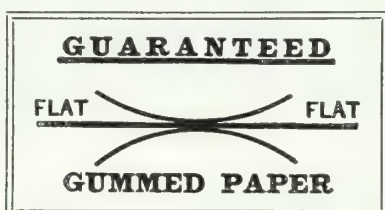
60 FRONT STREET WEST, TORONTO

VICTORIA PRESS MFG. CO., LTD., CLIFTON BLDG., LONDON, E. C.

USE SINCLAIR & VALENTINE INKS AND AVOID TROUBLE

SINCLAIR & VALENTINE CO. OF CANADA LIMITED
TORONTO AND WINNIPEG

A GUARANTEE THAT REALLY GUARANTEES



Ideal Gummed Paper

Is Guaranteed To Be

- Absolutely non-curling.
- As easily printed as the finest ungummed paper.
- As easy to obtain register on as ordinary paper.
- Unaffected by temperature changes.
- A paper that will stick perfectly when it should.
- The best paper for the use for which it is designed.

Now packed five hundred sheets to the ream.

Sold Everywhere by Representative Jobbers

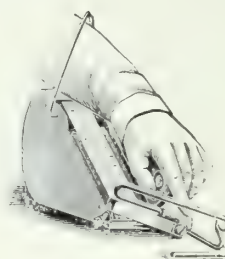
IDEAL COATED PAPER CO.

BROOKFIELD, MASS.

NEW YORK

CHICAGO

CINCINNATI



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

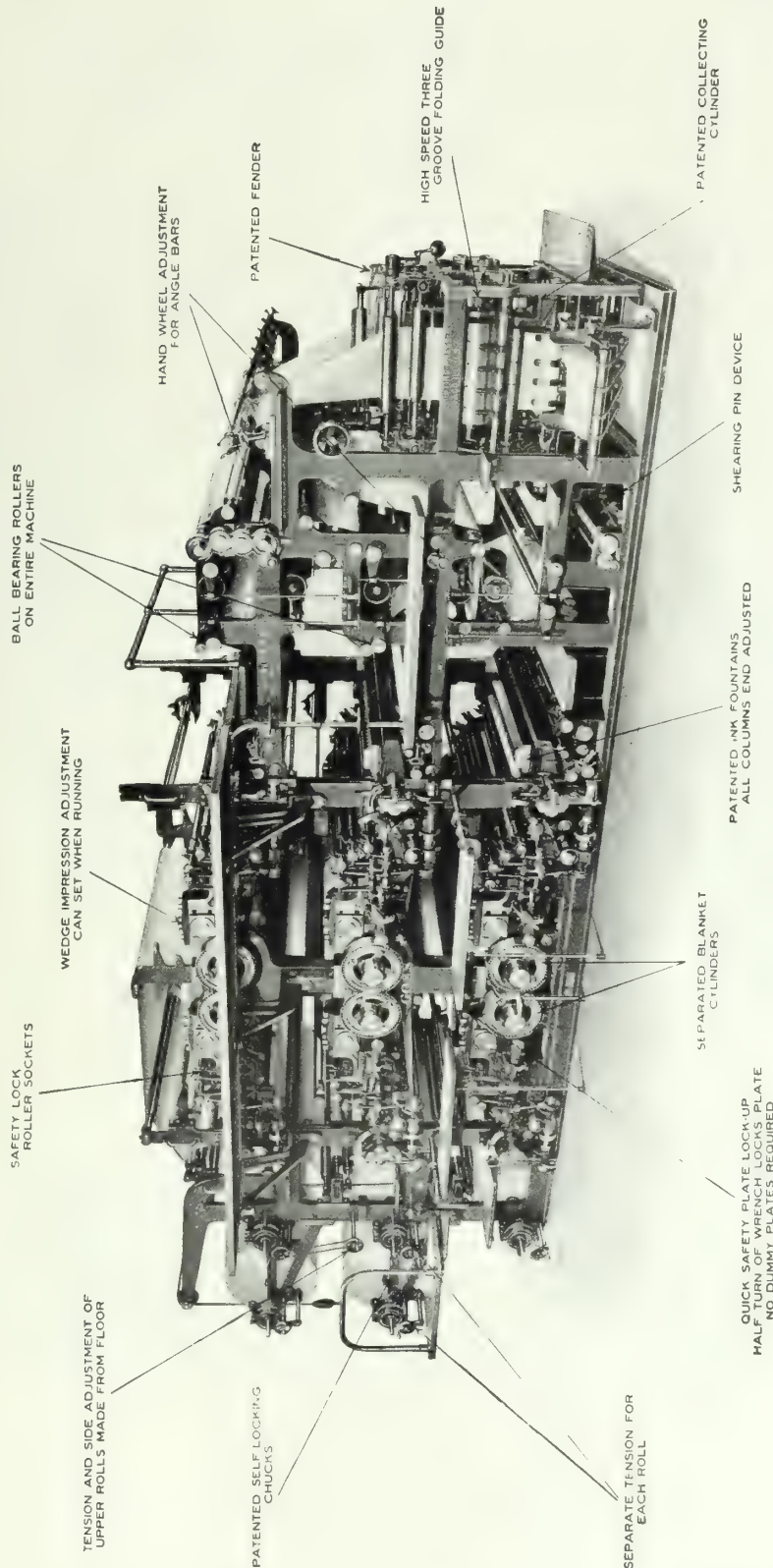
Write to-day for interesting Booklet.

REV. ROBERT DICK ESTATE

137 W. TUPPER ST. -:- BUFFALO, N.Y.

GOSS PRESS EFFICIENCY

The
"Goss
High-
Speed
Straight-
line"
Presses.



There
is a
"HIGH-
SPEED"
Press
built for
your
needs.

Let us
tell you
about it.

THE GOSS PRINTING PRESS CO.

Main Office and Works :
16th St. and Ashland Ave., CHICAGO, ILL.

New York Office :
Metropolitan Building, No. 1 Madison Ave

Say you saw it in PRINTER & PUBLISHER.

Have
You
Made Your
Arrangements
to
Attend
The Big Printers'
Convention
at
New York
October 6, 7, 8?

A WONDERFUL Programme of Ten-Minute Addresses; an Entertainment Programme (free of charge to visitors) which will show the sights of the Great City and will include a night at the immense Hippodrome and a Ball and Dinner at the famous Waldorf-Astoria Hotel.

Printers and members of the allied trades in all sections of the country have made hotel reservations and you will have the time of your life if you are one of those who will attend what will perhaps be the greatest gathering of printers ever held in America. Write or telegraph for hotel reservations to the

GENERAL COMMITTEE, 147 Fourth Avenue, NEW YORK CITY

HAMILTON FURNITURE

IN WOOD AND PRESSED STEEL CONSTRUCTION
THE STANDARD EVERYWHERE



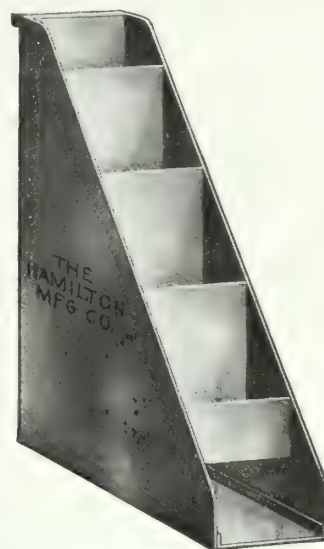
Hamilton Unit-Style Steel Chase Rack
No. 941. Price, \$10.00.
Capacity, 10 Chases.

NEARLY EVERY PRINTER in the civilized world uses Hamilton Wood Furniture. We want every printer to become acquainted with Hamilton Steel Furniture also. The printer buying for the future buys steel because it will not only last a business lifetime, but it is also vermin-proof, fire-resisting and embodies the latest improvements in design and construction.

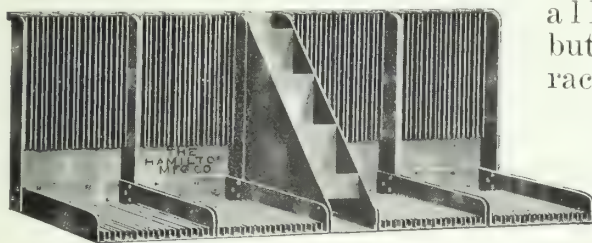
As an introductory article which every printer, large and small, can use, we are offering our new Unit-Style Chase Rack. Each unit in this rack holds 10 chases. It will fit into almost any office and can be placed wherever desired. It takes a small amount of room and is made in a convenient size, so that chases can be placed about the composing-room in the most convenient position.

made of heavy steel, approximately $\frac{1}{8}$ of an inch in thickness, is extremely durable and will last indefinitely under the most severe usage. This is a piece of furniture that you need in your plant. It will help to clean up the room, and no doubt will replace some badly damaged piece of equipment now being used for the purpose. One of the big features of this rack is that the chase does not need to be lifted over $\frac{1}{4}$ of an inch from the floor. This in itself is an advantage that will appeal to your workmen and also reduce the chances of

pieing the form. It is all steel throughout, but the price is lower than any other chase rack ever offered in wood or steel construction.



Hamilton Unit-Style Chase Bar Holder No. 941-B.
Price, \$10.00.



Four sections No. 941 and one section No. 941-B assembled.
Price of five sections as shown, \$50.00.

Order one to-day from your nearest dealer and thus join the army of progressive printers who have commenced the use of Hamilton Steel Furniture in their plants.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N.J.

CANADIAN SELLING AGENTS:

Toronto: 70 York St.
Montreal: 335 Craig St. W.
Winnipeg: 175 McDermott Ave. E.
Calgary: Alberta.
Regina: Saskatchewan.
Rex A. Hand, Representative for
Maritime Provinces and Newfoundland,
at Dufferin Hotel, St. John, N.B.

Stephenson, Blake & Co., Toronto.
George M. Stewart, Montreal.
American Type Foundry Co., Vancouver.
Miller & J. Toronto, 7 Jordan St.
Richard Winnipeg, 13 Princess St.
Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
Anglo-Canadian Type & Printing Machinery Co., Ltd.,
124 York Street, Toronto.

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

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ESTABLISHED 1879

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Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS
 comprises
STOCK CERTIFICATES - BONDS - DIPLOMAS
CORPORATION RECORD BOOKS.

1915 - CALENDAR PADS - 1915

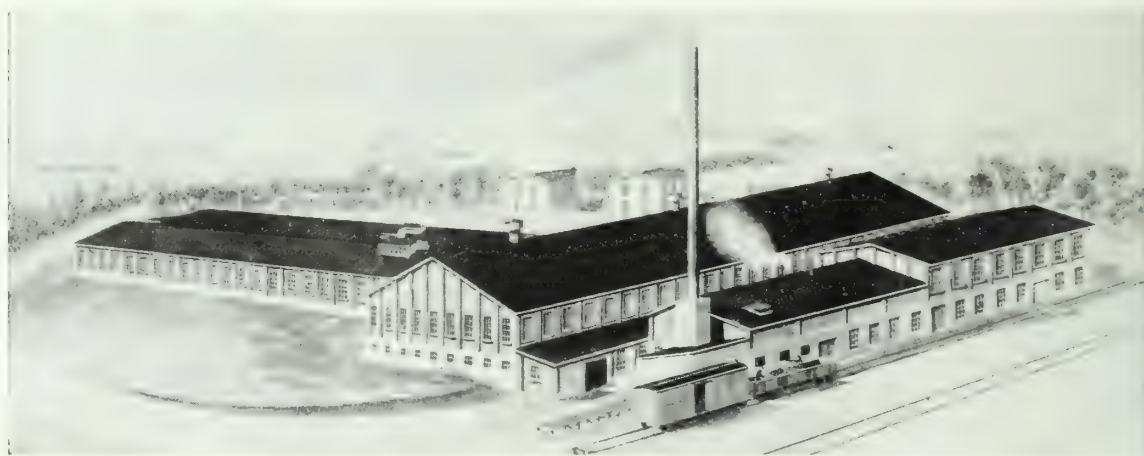
ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, PRESIDENT.

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SAMPLES AND PRICES ON REQUEST.

*Goes**Goes*

Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
 the Coating of Paper.

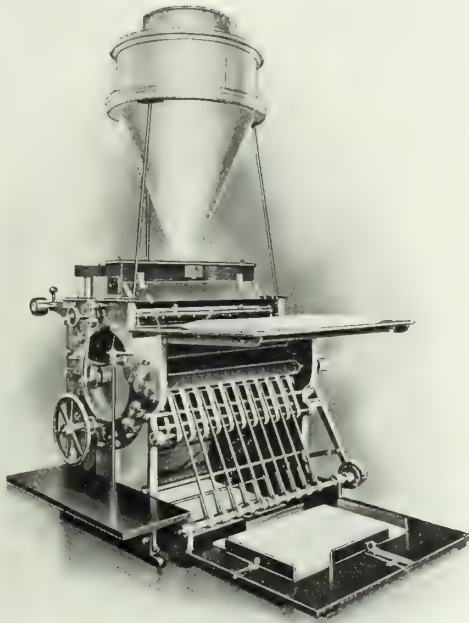
“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

Toronto Office: Telephone Building

Private Exchange Adelaide 1986



Let George Do It!

Many a Bronzing Job was chased from pillar to post in the good old days. There was no

Safety Vacuum Bronzer

to make the work profitable to the printer and comfortable to the employee.

The Safety Vacuum Bronzer enables you to do all your own Bronzing. Make all the profit yourself and widen the direct field of your activities.

The J. L. MORRISON CO., 445-447 King St. W.,
TORONTO

Machinery for the Whole Paper Industry

“Roberts” Typo Numbering Machines

SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without
Removing a Screw

More than 250,000 in Use

Are You Skeptical?
Order One and be Convinced!

**In Stock and For Sale by
All Type Founders**

BRANCHES:
TORONTO - - CANADA
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The Only Typo Numbering Machine
Made on the Point System.

Model No. 25



Nº 12345

\$5.00 Model 25 **\$6.00** Model 26
5 Wheels 6 Wheels
SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

**The Best — yet the Cheapest
Typo Numbering Machine
Made**

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

“Bates Typographic Numbering Machines”

which should be sufficient guarantee of quality and simplicity.

**Buy through our Canadian Branch
and**

SAVE DUTY

\$3.50

Each of the above Machines with **SOLID CIPHER WHEELS**
can be had for

\$4.50

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave.

Successor to The Bates Machine Co.

BROOKLYN, N. Y.

Utility-Accord Covers

20 x 25—120

THIS stock is heavy enough for any purpose. It takes an embossing die like wax and holds the impression like sheet steel. Exaggeration? Try it.

It is made in the seven shades that our house organ "The Ambassador" has made familiar.

For Folders and Mailing Pieces It Has No Equal

Utility-Accord is also made in 20x25—60 for covers, and in a book paper that perfectly matches for color, in 25x38—60.

The neutral tints lend themselves to exceptional color effects. There are seven shades.

Write for samples or dummies and printed suggestions.

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Books on all Phases of Printing

Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

Typography of Advertisements, The. By F. J. Trezise. \$2.00.

Building and Advertising a Printing Business. By Herbert H. Stalker. Cloth \$1.00.

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Specimen Books:

Bill Heads, 25 cents.

Cover and Title Pages, 75 cents.

Envelope Corner Cards, 25 cents.

Letter Heads, 50 cents.

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Programs and Menus, 50 cents.

Vest Pocket Manual of Printing. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Neatly bound in leather, 50 cents.

Color and Its Application to Printing. By E. C. Andrews. \$2.00.

Color Wheel. This chart contains eighteen colors, together with two shades and two tints of each, making in all ninety colors, shades and tints. The instruction papers accompanying the chart are written with a view of giving concise information which can be readily applied to typography. Price \$1.

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the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only \$3 a year for United States and Canada; \$3.85 foreign.

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632 South Sherman St.

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Photo Engravers Commercial Photographers Illustrators
Sixty Four Temperance St.,
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ROTARY OFFSET MACHINES

are renowned for their **EFFICIENCY, RELIABILITY**
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of general work, are produced in a superb manner
and irrespective of paper quality.

MANN OFFSETS for BRILLIANT RESULTS

Particulars from:

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Sole agents for Geo. Mann & Co., Ltd., England

Say you saw it in PRINTER & PUBLISHER.



This design is a

guarantee of quality.

Want to see how easily you can secure rich, striking effects at small cost? Just write us to-day for a complimentary copy of the new portfolio of

FIBRESTOC COVERS

Here you will see many practical, workable suggestions for cover effects. Ideas you will be sure to make use of in your every-day work. Run your fingers over the stock. Feel its strong, serviceable texture, made certain by the use of Long Fibre and specially selected stock. Note how well it takes the ink in the solid portions, obviating the necessity of two printings. See how well it lends itself to embossing effects and beautiful color combinations.

All the five colors of FIBRESTOC are included in the portfolio—a pleasing buff; just the right shade of blue, not too light, not too dark; a medium grey, well adapted to many kinds of

work; a rich nut brown; a beautiful green—you'll be pleased with all of them. FIBRESTOC comes in two sizes and weights, 20 x 25 70 and 22½ x 28½ 90. Special sizes, weights and colors are made to order in quantities of 1200 lbs. or over.

So then if you want to see the beautiful effects you can easily secure with FIBRESTOC COVERS, just write us for your copy of the new portfolio. Your request puts you under no obligation whatever, except the obligation to yourself, your work, your customers, if FIBRESTOC meets with your approval. Send your request NOW.

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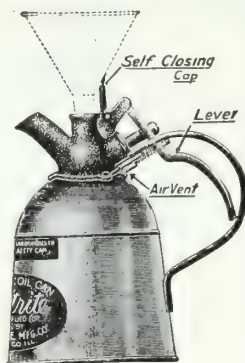
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Lowest Rate—by using

JUSTRITE SAFETY CANS

For Gasoline, Benzine, Kerosene, Naphtha, Turpentine, Alcohol.

Made in 6 sizes

1 Pint 1 Quart 2 Quart
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Non-Leakable, Air-Tight, Fire-Proof. Special Funnel not required. Baked Red Enamel.



JUSTRITE OILY WASTE CAN

Opens with foot pressure, closes automatically, absolutely safe.

No. 1, 6 Gallon
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Approved by Underwriters.
Prices on request.

Justrite Mfg. Co.

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Stephenson, Blake & Co., Toronto
Miller & Richard, Winnipeg
Geo. M. Stewart, Montreal
Toronto Type Foundry Co., Ltd., Toronto, Winnipeg, Montreal, Calgary and Regina.



"The Fashionplate of Printersdom"

The Printing Art

Established 1903

IF you are not already acquainted with this publication you should immediately send for a copy. THE PRINTING ART covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

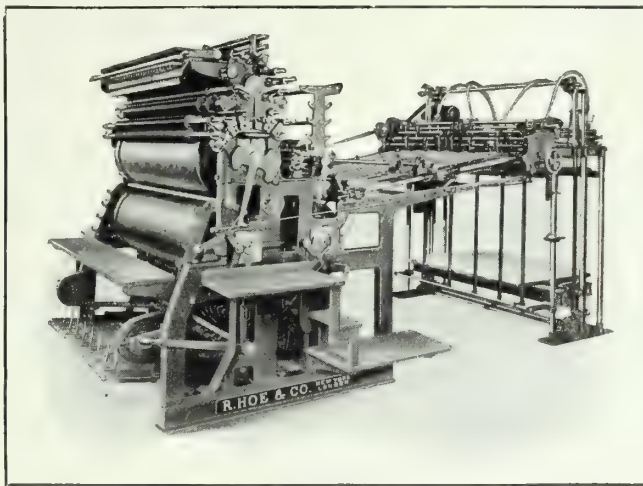
If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

THE PRINTING ART
CAMBRIDGE, MASS.

EVOLUTION'S ENVOY

is a term especially appropriate when applied to the

HOE NEW-MODEL ROTARY OFFSET PRESS



because this machine embodies all the latest practical improvements and gives unequaled service both in quantity and quality of output. Its many points of superiority are too numerous to mention here—but take, for instance, the automatic cylinder tripping mechanism. It operates independently of the feeder, so that if a sheet comes down to the guides without being accurately registered it is tripped out and the next sheet tripped in automatically.

The ink fountain is also tripped automatically, insuring an even color.

The inking rollers can be inked without inking the plate.

The plate can be inked without printing on the blanket.

The blanket can be printed upon without offsetting on the impression cylinder, making unnecessary the spoiling of sheets when the impression is tripped off or on.

The water motion is entirely new and practically unlimited in range. The water feed adjustment is sensitive and easy to adjust, positive and rigid in operation, and enables the getting of a very fine and even film of ink.

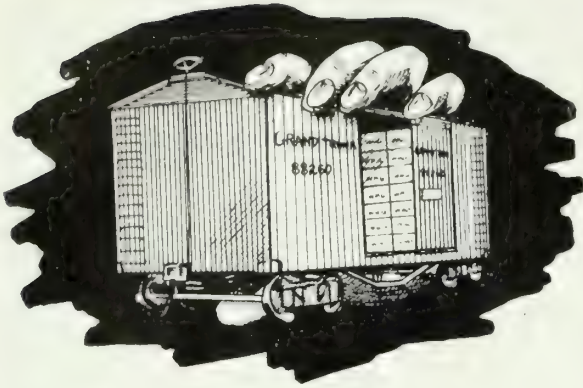
Superior ink distribution enables the turning out of high-grade printing—from the most delicate tints to solid colors. The ink fountain is equipped with a double set of keys to facilitate special tint printing.

It will pay you to investigate

R. HOE & CO., 504-520 Grand St., NEW YORK

120 St. James Street, Montreal
7 Water Street, Boston, Mass.

544-546 South Clark Street, Chicago, Ill.
109-112 Borough Road, London, S.E., England



MADE IN CANADA

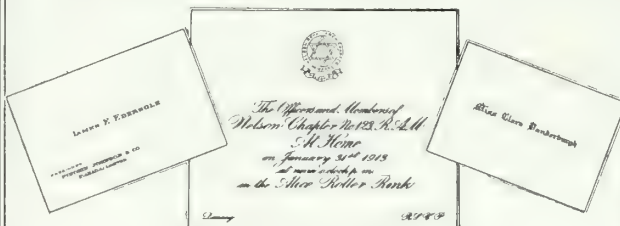
CONSUMERS BOND

(WATERMARKED)

There is no better bond paper offered for the money. Consumers Bond enables you to cut down expenses. We handle it by the car lot and carry immense stocks in our Toronto warehouse for prompt shipment.

CASE LOTS **7** c. lb. There is no advance in the price of Consumers Bond. **7 $\frac{1}{2}$** c. lb. REAM LOTS the prices remaining as before.

THE WILSON-MUNROE CO., LIMITED
WHOLESALE PAPER DEALERS :: :: TORONTO, ONT.



Give Prestige to Your Concern

by turning out the engraved and embossed stationery, business cards, announcements, etc., for your locality.

You need no special equipment. Simply secure the orders for your locality; we fill them and send the work to you ready for delivery.

25% Profit

is what hundreds of other printers are securing on every piece of work. Surely you could do the same in your own locality. Write us *to-day* for full particulars of our special offer to printers and publishers.

Standard Embossing Co.

36-38 Lombard Street

Toronto

WASTE PAPER

You can get the
BEST Price and
quickest service
from

E. PULLAN

490 Adelaide St. West, Toronto

Phone Adel. 760

The Rolland Paper Company

LIMITED

MAKERS OF

HIGH-GRADE PAPERS

MILLS AT
ST. JEROME
AND
MONT ROLLAND, P.Q.

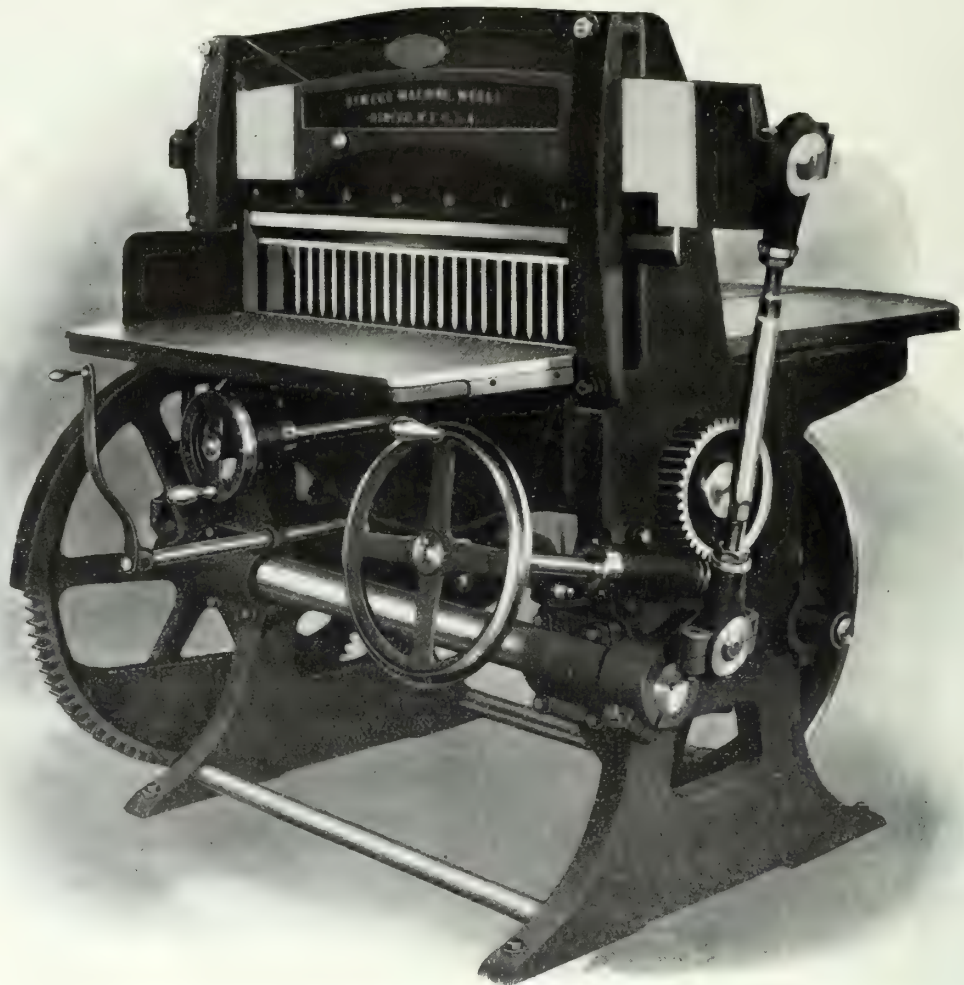
MONTREAL, CANADA, September, 1914

If every user of Paper in Canada were to insist upon getting Paper Made in Canada, all mills and those depending on same would keep running the usual time. This would give employment to the workmen and would also be the means of keeping our money at home. We would like every consumer of Paper to write us for information regarding our different qualities—there are none better made.

Yours truly,

THE ROLLAND PAPER CO., LIMITED

The Brown & Carver Hand Clamp Cutting Machine



Twelve sizes: 32, 34, 38, 44, 50, 54, 57, 63, 65, 68, 74, 84 inches.
(Also furnished with treadle to depress clamp.)

The Brown & Carver Cutter has maintained the highest position in the trade for over forty years, owing to its perfection of design, improvement in detail and excellence of construction. The latest improved machines have the new easy-balanced clamp. Over forty years' hard use has proven that the knife-bar motion on both the Brown & Carver Hand Clamp and the Oswego Auto is the simplest and the best.

Oswego Machine Works makes nothing but Cutting Machines, and these in ninety sizes and styles, all generally in stock for instant shipment. This is the only factory producing Cutting Machines exclusively, and the only one making a complete line of Cutting Machines. Let us send you a detailed description of a Cutter of any size or style exactly adapted to YOUR needs. This description will state other advantages on Oswego-made Cutters only.

OSWEGO MACHINE WORKS

NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

Cutting Machines Exclusively

Ninety Sizes and Styles—16 Inch to 84 Inch

For Paper, Board, Cloth, Foil, Celluloid, Leather, Etc., Etc.

We Hold
Large Stocks of
All Regular Lines

British Made Papers



John Dickinson & Company, Limited
216 LEMOINE STREET MONTREAL, QUE.

Rich Bronze Effects Secured at Half the Regular
Cost With

THE NEW KLETT BRONZE PRINTING INKS

Some of the most extensive users of Bronze Inks in Canada are using the new KLETT inks exclusively on their best work. Not only because of the richer and more pleasing results they can secure in less time, but also for the greater economy obtained by their use. It is a distinguishing feature of the new KLETT INKS that they require such a small amount for a given piece of work and last much longer. You can use them for many jobs that ordinarily you would not think of using anything but a good job ink. The cover of this issue of Printer and Publisher is only a suggestion of the distinctive results you can secure with KLETT INKS. Would it not be good business common-sense, therefore, to have on hand a quantity of KLETT INKS for use on any jobs you wish to secure unusual results? KLETT INKS come in several shades, Rich Gold, Pale Gold, Aluminum and Copper, and are suited for all classes of paper. Just write us to-day for more complete information and prices.

KLETT BRONZE INK CO.

Manufacturers of Superior Grade
Metallic Printing Inks

225 East 129th St., New York

Sole Representative for Canada

GEORGE S. BROWN

12 Lombard St.
Toronto

WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

PRINTER & PUBLISHER WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.

INTERTYPE

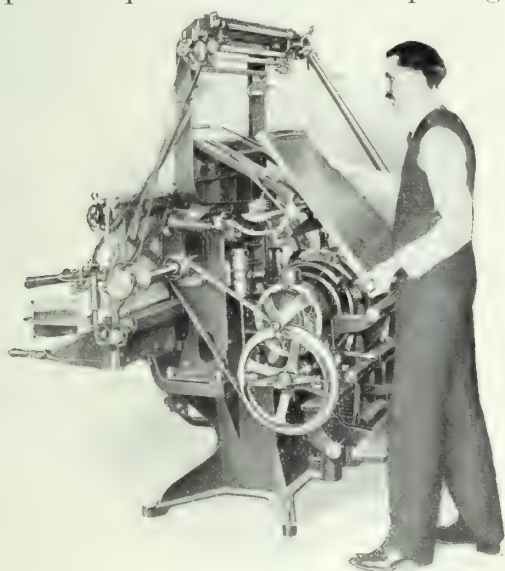
“The Acme of High Quality”

The success of nearly a thousand Intertypes in daily operation is a continuous demonstration of Intertype quality.

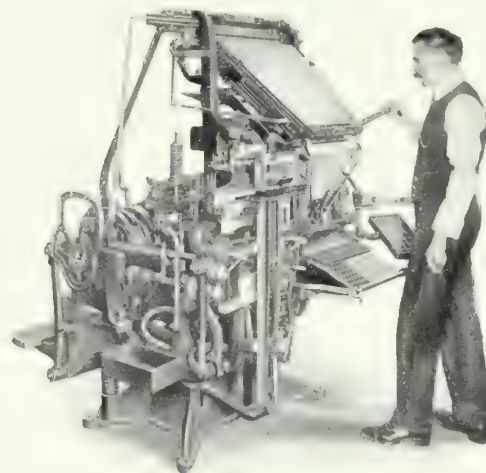
The fact that we continue to sell machines as fast as we can build them indicates that the Intertype's reputation for speed, simplicity, versatility and quality of product is firmly established.

Whenever the machine is given a fair and unbiased investigation it is chosen in preference to any other—even when there are “influences” at work against it.

A striking illustration of this fact is afforded by our recent sale of twelve Intertypes—seven Model A, five Model B—to the Portland, Oregon, Telegram. The Telegram made a particularly thorough investigation, and the result should be very interesting to all prospective purchasers of composing machines.



Model A Single Magazine Intertype
Magazine changes in twenty seconds



Model B Two Magazine Intertype
Instant changes from one magazine to the other

Buy Intertype Parts and Matrices

We can supply practically all parts for Linotype machines, and guarantee them to fit perfectly.

Intertype matrices can be used for sorting up Linotype fonts. They match exactly in alignment and every other particular.

Our prices average about thirty per cent. less than those charged by our competitor, the former monopoly. Quality of material and workmanship have given Intertype parts and matrices a reputation equal to that enjoyed by Intertype machines. As a result we are handling a large proportion of the composing machine supplies business of this country.

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg

The Outlook in Canada

TRULY, it is an ill-wind that blows nobody good. One Continent's "down" is another Continent's "up." The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

It is a time for business hopefulness, not
for business gloom

AMERICAN

Model 31

7⁰⁰

6 Wheels

With drop-cipher wheels

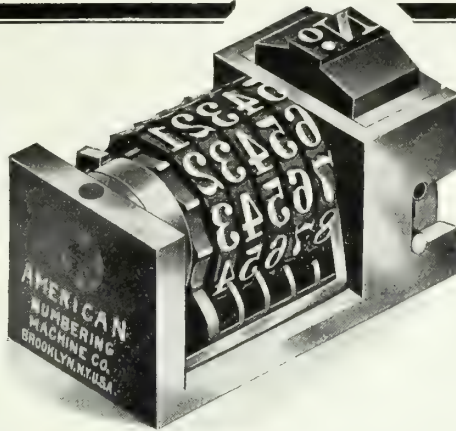
Model 30

6⁰⁰

5 Wheels

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England



AMERICAN

Model 60

4⁰⁰

5 Wheels

Solid wheels, no drop-ciphers

Model 61

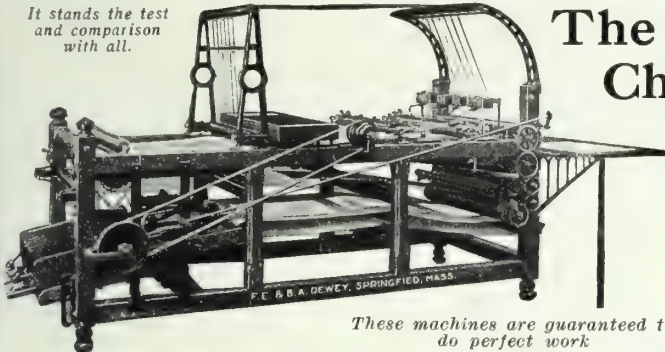
5⁰⁰

6 Wheels

In stock and for sale by
Dealers Everywhere

Specify AMERICAN when ordering

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863
Since 1910 many improvements added

Write for catalog

Agents: Miller & Richard, Toronto, Montreal,
Winnipeg and Vancouver

F. E. & B. A. DEWEY, Springfield, Mass.,

NON-CURLING Gummed Paper
only costs a few cents a ream
more than the curly sort and you
make a friend of your customer by
giving it to him for his labels.

Samuel Jones & Co.

Gummed Paper Makers
Bridewell Place London, Eng.

ROSER'S PIGSKIN LEATHER

is tanned by the best oak-bark process,
it has a strong fibre, and it is free from
any injurious acid. This insures a
leather of the greatest durability, and
bindings made from it are permanent.

Manufactured by

HERMANN ROSER & SON

ESTABLISHED 1854

GLASTONBURY, CONN.

THE MILLER SAW-TRIMMER
is to the composing-room
what the typewriter is to
the business office.

*For Sale
by
the leading
Printers'
Supply
Houses*



*A
Composing-
Room
Necessity
and
Indispensable*

Miller Saw-Trimmer Company

Point Building, Pittsburgh, Pa.
Fisher Building, Chicago World Building, New York

WAR

HAS NOT INTERFERED WITH THE SUPPLY OF WINTERBOTTOM'S ENGLISH BOOK CLOTHS

We have a large stock on hand and can fill orders promptly. We are also receiving shipments regularly.

SAVE money and help England to keep the workingman busy by using only English Cloths

CANADIAN AGENTS:

BROWN BROS., LIMITED, TORONTO

Importers of British-Made Leathers, Book Cloths, Thread, Etc.



Have you received our
New Sample Book of
BONDS, WRITINGS,
BOOKS, Etc.?

Why not write for YOUR
copy TO-DAY?

**The Fred W. Halls Paper
Co., Limited, Toronto**

"Goods Sold to the Trade Only"

WOOD TYPE

GERHARDT'S Wood Type is guaranteed to be of uniform height. Made in any size desired in any assortment of characters. Material the best selected and hardest end-grain rock-maple. Lasts a life-time.

Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

Catalogues sent on request.

FRANK GERHARDT

MANUFACTURER

1162 Liberty Ave.

Brooklyn, N.Y.

Expert Opinions by Men Who Know

About Ourselves But—Not by Ourselves

THE LETTERS on this page were written by men of high standing in the printing and publishing business—men whom it is a privilege to rub up against. The names of some of them are known to men who deal in printed things all over the continent. Their praise of *Printer and Publisher* is genuine, refreshing and untainted. Their letters carry far more weight than anything the publishers or editors could say. Some of them have been readers of *Printer and Publisher* for 20 years or more—others have seen but a few copies—but all join in praising its practical and interesting contents. *Printer and Publisher* is read regularly by Canadian printers and publishers—employers and executive heads—from coast to coast.

Special Ad Clubs Convention Number

WHEN THE Associated Advertising Clubs of America (now "of the World") met in annual convention at Toronto in June last—the first time on Canadian soil—*Printer and Publisher* fittingly marked the occasion by devoting the entire July number, issued a few days after the close of the Convention, to a complete report of the sessions of Newspapers and Graphic Arts Departments. To do this an extra large staff of reporters was employed in covering the Convention and that the work was well done is evidenced by the many complimentary letters that were received, some of which are printed herewith. They speak for themselves:

Graphic Arts Section.

B. F. Corday, President and Treasurer, The Corday & Gross Company, Cleveland: — "You certainly have a good account of the Graphic Arts Section."

"Effective and Thorough."

Wm. Woodhead, San Francisco, President of the Associated Ad Clubs of the World:—"You have certainly covered the Convention in a very effective and thorough manner."

"Very Complete and Interesting."

H. A. Gatchel, President Gatchel & Manning, Philadelphia: — "We appreciate your courtesy in forwarding very complete and interesting July number of *Printer and Publisher*."

"Admirable."

Allen D. Albert, Associate Publisher, *Tribune*, Minneapolis; Champion of Standards of Practice, Department of Newspapers, Ads Club Convention, Toronto: — "Your account of the proceedings at Toronto was admirable."

"One of the Best."

W. C. Freeman, Advertising Manager, *Globe*, New York; Chairman of Department of Newspapers, Ad Clubs Convention, Toronto:—"Your account of the proceedings of the Newspaper Division is one of the best that I have read, and I congratulate you on getting the meat of all that was done at that meeting."

Comprehensive Handling of Report.

T. W. Le Quatte, Advertising Manager, *Successful Farming*, Des Moines, Iowa:—"I want to compliment you on your comprehensive

handling of the proceedings of the Departments of Newspapers and Graphic Arts of the recent Ad Clubs Convention. I feel sure that this report will be read with very great interest and appreciation and profit by any who may have the privilege of securing a copy."

Best Convention Report.

A. F. MacKay, Typographic and Advertising Manager, Lanston Monotype Machine Co., Philadelphia:—"Since the Toronto Convention, I have had a chance to see pretty nearly every trade paper connected with printing or advertising, and I do not believe that any one of them covers the Convention in as thorough and in as satisfactory a manner as *Printer and Publisher* did, and you are certainly to be congratulated on the thoroughness of the work. *Printer and Publisher* is one of the trade papers that I read every month."



Equal of Any and Superior to Most.

H. P. Moore, Publisher, *Free Press*, Acton, Ont.:—"I consider *Printer and Publisher* the equal of any trade paper in any country, considering the size of the constituency, and superior to most of them."

"Invaluable."

Zed La Fountain, Publisher, *Advocate*, Tweed, Ont.:—"Would not be without *Printer and Publisher* for many times over the price of it. It is simply invaluable to the trade."

Keeping Up With the Times.

J. H. Woods, formerly of Woods-Norris Advertising Agency, Toronto; now Managing Director of the *Herald*, Calgary, Alberta:—"The advance made by *Printer and Publisher* within the last year or two has been remarkable and has fully kept up with any advance made in the newspaper or job printing business in this country."

"Awaited with Interest."

W. H. Quinn, Business Manager, Public Press, Winnipeg:—"Printer and Publisher is to be congratulated on the great improvement in the quality of its reading matter, and also on the quantity of same during the past year. Your magazine is always awaited with interest in our office, and we feel that it compares very favorably with those issued on the other side of the line."

Special C. P. A. Convention Number

THE THREE opinions which follow refer especially to the August, 1914, issue of *Printer and Publisher*, which contained a complete report of the sessions of the 56th Annual Convention of Canadian Press Association.

Reflects Dignity and Influence of Canadian Press.

James Schermerhorn, General Manager, *Times*, Detroit:—"I must compliment you upon the exceedingly creditable number you have put out this month. The Canadian Press ought to be, and doubtless is, fully appreciative of a medium that reflects its dignity, influence and cohesiveness so splendidly."

"Full of Meat."

J. G. Elliott, Managing Editor, *British Whig*, Kingston, Ont.; Chairman Daily Section, Canadian Press Association:—"I was greatly pleased with your splendid August issue and the admirable way in which you reported the Association's gathering. The whole issue was full of meat and a publisher could spend many hours of thoughtful contemplation of all you presented to him."

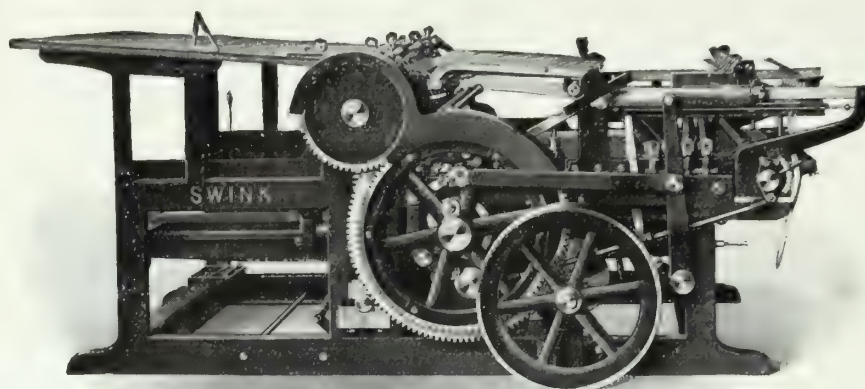
"Comprehensive, Detailed Report."

R. F. Parkinson, Managing Director, *Journal*, Ottawa:—"Permit me to congratulate you on the enterprising manner in which the August number of *Printer and Publisher* dealt with the proceedings of the recent Annual Convention of Canadian Press Association. The members of that organization are indebted to you for the services rendered in giving so comprehensively the detailed report of the various sections. Even to those members who attended every session and followed closely the various discussions, the August number is of great practical value in providing for their further consideration the facts presented. The fact that all sections of the Association have been so fully covered will serve the very useful purpose of cementing the several interests in the Association and will give the daily, weekly and class publishers the opportunity of becoming familiar with the important problems confronting each."

PRINTER & PUBLISHER

Indispensable to Canadian Printers and Publishers and therefore Indispensable to Advertisers Who Wish to Cover the Canadian Field. Established 23 years.

143-153 UNIVERSITY AVENUE, TORONTO



THE GEAR SIDE

This illustration shows THE SWINK Press as seen from the gear side, with sheet delivery in operation. The life of THE SWINK is lengthened by the exceptional width of all bearings and gear faces, which are larger and wider on this press than on any other of equal size. The gears and racks are adjustable, insuring easy and smooth operation for many years. All exposed gearing is thoroughly safe-guarded by means of gear fenders, a decided advantage when the safety of the operator is considered. Notice the adjustable roller ink feed.

STEPHENSON, BLAKE & CO.

C. H. Creighton, Manager

60 Front St. W., Toronto

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Conditions Steady and Outlook Brighter

Chance to Capture German Trade—Canada Essentially Sound—Western
Grain Worth \$225,000,000—The Job Printing and Advertising Situation

DURING THE past month business conditions in Canada have had their ups and downs but it is not too much to say that the "ups" are occurring with increasing frequency and the outlook for the future has completely altered from one of speculative optimism to one of certainty that whatever may happen in Europe all's well in this country. The greatest war in all history has been in progress since August 4, nearly two months, and while it has caused and will continue to cause a terrible strain on the countries most closely involved and others that were ill prepared for it, Canada, in common with all the other units of the British Empire, is facing the situation with a courageous equanimity that is truly remarkable. Canada is finding out now as never before the immense possibilities of her resources, the excellence of her banking system, the unity and ability with which her statesmen can face and successfully deal with a crisis of unprecedented gravity, the loyalty and generosity of her citizens, and best of all—Canada is beginning to realize the dignity and responsibility of the place she is hereafter to hold as a leader among the nations.

The restoring and maintaining of confidence has not been the result of any false bolstering up of hopes or of enthusiasm born of idle dreams. It is a realization of the facts that have put confidence and cheerfulness into the hearts of the people of Canada.

RICH OPPORTUNITY FOR CANADIAN INDUSTRIES.

The one outstanding feature that we need to remember ourselves and remind others of at this time is the great commercial opportunity that is offered Canadian manufacturers as a result of the cutting off of German and Austrian imports. It is certain now that a great deal of trade is going to be lost to these two countries that will never be regained. In the past Canada has given little or no attention to the manufacture of many lines of which she uses large quantities, mainly because of the ease with which supplies have heretofore been obtained from abroad, rather than because of any inability to supply most of her own needs if necessity had so ordered.

For the year ending March 31, 1914, Canada imported from Germany goods worth \$14,686,069, and from Austria goods worth \$1,787,473, a total of \$16,473,542 worth from the two countries with which Canada as a nation is at war and whose ability to give attention to export trade has been

completely nullified for an indefinite period. For the most part these imports consist of finished manufactured products so that the opportunity as well as the responsibility rests principally upon the manufacturers of the Dominion.

Already quite a number of industries have begun to take advantage of the situation and others are making plans to do so at once. The movement inaugurated by the Canadian Press Association at the very outbreak of hostilities is being vigorously prosecuted with excellent results. The Canadian Home Markets Association and various local trade and manufacturing organizations have also launched campaigns with a view to disseminating an understanding of Canada's opportunity and of inspiring action on the part of those in a position to take up the manufacture of the lines most affected.

CAPTURE GERMAN TRADE WITH OTHER COUNTRIES.

Not only are there great commercial possibilities for Canadian manufacturers in supplying the needs of this country that have been hitherto looked after by Germany but there is also the larger opportunity, as pointed out in a recent number of the Weekly Report issued by the Department of Trade and Commerce, of securing a portion of Germany's enormous export trade with other countries. In 1913 this amounted to the stupendous sum of \$2,402,967,000, a very large portion of which was with the British Empire and the allied nations with which Germany is now at war. For the present this trade has been stopped entirely and it is difficult to realize the extent to which it is being permanently injured by the present war. Certainly the opportunity is one that Canada, in conjunction with Great Britain, should take immediate and full advantage of.

A BANNER YEAR FOR AGRICULTURE.

Another thing that cannot be too strongly emphasized at the present time is the essential soundness of Canada and her ability not only to look after her own needs but to give valuable assistance to the mother country and her allies. One of the most striking evidences of this is the western grain crop, the value of which is placed by reliable and conservative estimators at \$225,000,000. The Northwest Grain Dealers' Association place the total wheat crop at 147,852,000 bushels, while the yield of other grains will bring the total up to 353,000,000 bushels. Not only are 1914 prices for all grains away above those of last year but hay, cattle, sheep, hogs and other farm produce is

sharing in the general prosperity that is the farmers' portion this year. Here are figures showing comparisons between last year's and this year's prices for farm produce:

| | This Year | Last Year |
|----------------------------|--------------------|----------------|
| Wheat | \$ 1 20 to \$ 1 25 | 88 to 90 |
| Oats, bushel, feed | 57 to 62 | 38 to 40 |
| Barley, bushel, feed | 70 to 80 | 58 to 60 |
| Timothy hay | 21 00 to 22 00 | 16 00 to 18 00 |
| Baled timothy, new | 15 00 to 16 00 | 13 50 to 14 00 |
| Cattle, good to choice .. | 8 00 to 9 25 | 6 00 to 7 05 |
| Hogs, f.o.b. | 9 50 to 10 00 | 9 15 to 9 65 |
| Calves | 5 00 to 11 00 | 3 50 to 10 00 |
| Yearling lambs, cwt. ... | 7 00 to 7 50 | 6 25 to 6 75 |
| Sheep, ewes, cwt. | 4 00 to 6 50 | 2 50 to 5 00 |
| Butter, pound | 28 to 32 | 30 to 35 |
| Eggs | 30 to 35 | 30 to 35 |
| Potatoes, bushel | 65 to 75 | 75 to 85 |
| Apples, basket | 15 to 40 | 25 to 35 |

The prosperity of Canada's farmers will mean more money in circulation and prosperity all round. We must not forget that Canada is still very largely an agricultural country and well deserving of the title: "*The Bread Basket of the Empire.*" While having in mind the tremendous opportunity already mentioned of becoming an important manufacturing nation—an opportunity emphasized also by Canada's central geographical location—it is well to remember that as yet we must look to the agricultural industry very largely as the thermometer of soundness and prosperity. Therefore it is scarcely possible for us to overestimate the significance of the value of our western grain crop, not to mention the revenue from hay, live stock, dairying, wool, etc.

THE OUTLOOK IN THE JOB PRINTING TRADE.

Readers of this article who are job printers will be asking what is the matter with the job printing trade and how soon a revival can be looked for. Here is the situation as we see it.

A couple of years ago the job printing business in almost all parts of Canada was abnormally active. It was realized by many at that time that the situation was due to the large amount of printed matter required by real estate and other speculative operations and that a lull must come sooner or later. But despite this a good many concerns "loaded up" with machinery and other equipment that it is now impossible to keep busy. It is, therefore, the old evil of over-equipment that the printing trade in Canada is contending with at the present time rather than any particular loss of business as a result of the war. This is especially true in Western Canada where some firms are struggling along and hurting general conditions when there never was a legitimate field to justify their starting up in the first place. Let us place the blame in the right place for the present inactivity in the printing trade. It is certain that a good deal of it is due to unwise and even reckless additions to plants in the days when trade was abnormally brisk. There is no denying, of course, that the trade has gone almost to the other extreme this year and conditions in some of the larger cities especially can only be characterized as extremely dull. But with the broadening out of Canada's commercial activities and the general improvement that always follows the harvesting and sale of the western crop there should be a decided betterment of conditions in the printing trade. There is certainly more genuine reason for a hopeful, optimistic attitude than for any other.

ADVERTISING REGAINING NORMAL.

In the realm of advertising, conditions are steadily improving. There have been numerous evidences that the well-planned and timely campaign of Canadian Press Association has been productive of good results and these are sure to continue. Many general advertisers who "pulled

stakes", as it were, at the first sign of trouble in Europe, are resuming their advertising, some of them in increased space.

With local advertisers the situation was never serious, except, perhaps, in the large cities. However, any uneasiness that was felt in this direction has been almost entirely overcome and the campaign suggested by PRINTER AND PUBLISHER has been launched by a number of newspapers with a view to rousing the loyalty of local merchants and the public generally to support their own communities first.

The diverting of trade to Canadian manufacturers and the efforts being made also by British and United States concerns to capture Canadian trade are sure to be productive of new advertising accounts for Canadian newspapers and the effect of these movements is already beginning to show itself in increased space and new business. A good deal of this will not come to the newspapers, however, but must be vigorously gone after, and advertising men would do well to keep this fact in mind. The business is to be had but can only be secured by persistency and right methods.

A TIME FOR CARE AS WELL AS COURAGE.

But with all our optimism we must not forget that the war is not yet over, nor is the end in sight, and in the meantime it would be the part of wisdom and of valor to provide as far as possible for unforeseen circumstances and to be prepared to meet with courage and confidence whatever situations Canada may be called upon to face as the war progresses. But let us not make the mistake of economizing at the expense of someone less able to bear it than we are. Needless to say, speculation and all unnecessary expenditures should be absolutely tabooed while the war lasts.

This advice to proceed cautiously is justified when we remember that not even the oldest among us can act upon precedent for the crisis itself is entirely unprecedented. But as stated before there are some things which appear to be reasonably certain to grow out of the terrible European struggle and altogether there is much that should inspire continued faith and optimism in the hearts of all loyal Canadians.

☞

Printing in Other Countries

Twenty-five per cent. of the material used by the printers of Southern India is of American manufacture, according to consular reports. The American point system of type is beginning to find its way into that country.

The largest printing house in Constantinople employs 250 hands, with very little American machinery in use.

The printing business of Egypt is not highly developed. All the machinery is operated by hand, because labor is cheaper than power. There are two American typesetting machines in the Government Printing Office. The better class of printing is done abroad, while the greater part of the machinery is of French, Italian, German and English makes, and mostly of ancient pattern.

There are 2,317 licensed printing offices in Russia. About 1,500 presses are imported into the empire annually, mostly from Germany. Consular reports are to the effect that there is a great field for American printing machinery in that country.—*Publishers' Guide.*

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The printing industry of London comprises over three thousand workshops and engages over sixty thousand male employees. Their yearly output is valued at not less than £12,000,000 (\$58,380,000).

Benefits of a Code of Ethics for Printers

Fundamental Principles Laid Down by Graphic Arts Section of Ad Clubs — Local Organizations Should Adopt Standards of Practice

THE GREAT majority of printers want to be ethical in their business dealings just as in their personal affairs. It simply means putting yourself in the other fellow's place—at least that is perhaps the easiest way to understand it, for we are all naturally selfish. If you can change places in imagination with your customer, your employee or the traveler who calls to sell you the raw material needed in your work, you will be able to appreciate, perhaps, that there is room for improvement in your treatment of these different individuals. But it is because we don't stop to put ourselves in the other fellow's shoes occasionally that we go on in the old rut—giving good value in goods and service to our customers ("as far as possible"); and looking upon every transaction with our traveling friends as one of mutual profit—a fair exchange of equal value (*but only "as far as possible"*). That qualifying clause in brackets makes it very easy for us sometimes to slip over a shortage or a small over-charge on our customers or to treat our employees unjustly, or look upon travelers in general (some of them our best friends) with distrust and suspicion.

And what of ourselves? Is it possible that we are "unethical" even toward ourselves? Well, unethical is a very good name for it when we take a job "for a friend" at less than cost, or cut a price below all reason because another office may take the order, or because we are after bigger game and want to lure the customer on. Oh, there are many ways in which we can be unethical to ourselves (to say nothing of the consequent injustice to those dependent on us) and after all it is the most serious of all. As the poem runneth:—

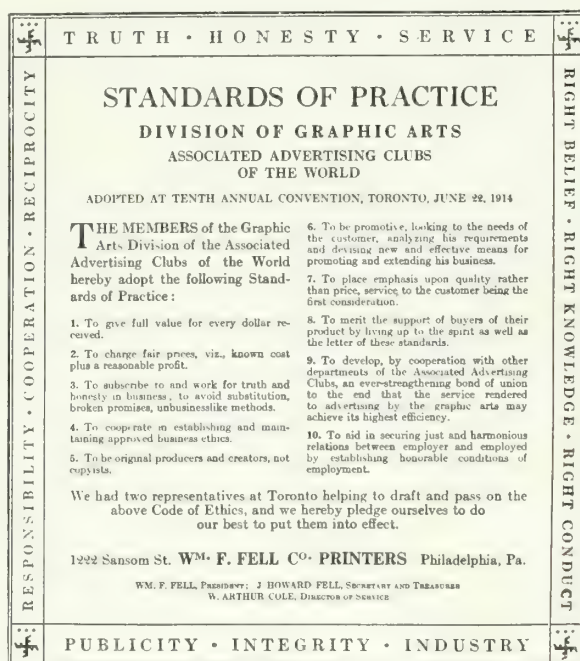
"To thine own self be true,
And it shall follow as the night the day,
Thou canst not then be false to any man."

What is the remedy? It lies with individual printers, to be sure, but how much more effectual it would be if all printers would join hands and adopt definite standards that would forever eliminate many of the trade abuses of to-day that come under the head of bad ethics. To meet this need—the need of a set of guide-posts, as it were—a group of earnest men who have the interests of the printing industry at heart, met in the Department of Graphic Arts at the Convention of the Associated Advertising Clubs of the World, held recently at Toronto, and threshed out a Code of Ethics in ten brief paragraphs. It is primarily intended to serve the members of the organization by which it was adopted but it should be welcomed and put into practice by all printers everywhere and the men who helped to build it would have it so. These "Standards of Practice," as the Code is called, were published in **PRINTER AND PUBLISHER** in connection with the report and are printed again on this page, incidentally showing how one progressive firm, located at Philadelphia, have reproduced them on a neat card for the information of their customers. The words around the border are original with them and are not part of the Code, but they are well worth weighing as they are in themselves a Standard of Practice and they form the basis of the Code itself. The original of the card was printed in two colors—black and orange—and the size suitable for envelope enclosure with one fold. This is a move that might well be adopted by others. Another good plan and one that can be used in addition is to have the

Standard of Practice reproduced on a large sheet and same framed and hung in a prominent place in the business office.

To show how a worthy movement such as this spreads among wide-awake printers it is interesting to note that the Typothetae of Kansas City recently adopted this Code of Ethics as part of their By-laws. It is quite probable that others will follow suit and it is to be hoped that some Canadian branches of the Typothetae and Printers' Boards of Trade will not be far from the front rank in this commendable movement.

The Nashville Printers' Club and the Typothetae of that city have also taken a hand in raising the standard of ethics in the printing industry but instead of adopting



Printers' Standards of Practice Used as an Envelope Enclosure Original in two colors.

the Ad Clubs' Code above referred to a new "Declaration of Principles" has been laid down. The Nashville Standard covers much of the same ground as the other but some new points are worthy of note and it is therefore given here complete, as follows:—

We, the members of the Nashville Printers' Club and the Typothetae, hereby declare our principles and ethics as follows, to which we subscribe and agree to abide by loyally:

1st. It shall be considered unethical to make any misstatement or misrepresentation of any kind or character to any competitor or customer concerning any member of this Association.

2nd. It shall be considered unethical for any member of this Association to fail to refuse to keep a complete record of his costs, or to refuse to file a true statement of his hour costs with the Secretary of this Association when requested to do so.

3rd. It shall be considered unethical for any member of this Association to knowingly sell his products without a proper knowledge of its cost.

4th. It shall be considered unethical for any member of this Association to extend credit to any person who unjustly

refuses to pay what he may justly owe any member of this Association.

5th. It shall be unethical for any member of this Association to fail to keep himself thoroughly posted on all matters necessary to properly conduct an efficient business, or to neglect to read the literature published to aid those in the printing profession.

6th. It shall be considered unethical for any member to take business away from any other member of this Association at less than cost, plus a reasonable profit, or offer special inducements which will in effect be a cutting of prices below cost.

7th. It shall be unethical for a printing concern to fail to put its imprint on all printed matter unless positively forbidden to do so by the customer.

8th. It shall be considered unethical for any member of this Association to violate the confidence of any other member of this Association.

9th. It shall be considered unethical for any member of this Association to enter into any compact agreement in violation of the anti-trust laws of the State of Tennessee or any of the Federal Statutes, and by such an agreement or compact undertake to control the selling price of the printing product.

10th. It shall be considered unethical for any member of this Association to undertake to conduct a printing business without a complete cost and accounting system.

11th. It shall be considered unethical for any member allied with the printing trade to fail to co-operate with the credit department of the Nashville Printers' Club and Typothetae and consider the cost system as an element of credit.

12th. It shall be considered unethical for any paper house connected with the printing trade to ignore a Master Printer and sell his product direct to the customer of a printer or solicit the customer.

13th. It shall be considered unethical to charge any customer a price on a job which exceeds the value of that job.

14th. It shall be considered unethical and dishonest to pay commissions to purchasing agents or others who are giving out work.

15th. It shall be considered unethical for any member of this Association to attempt to excuse himself for breaking any of these rules of ethics, giving for reason that some other member of this Association has failed to regard these rules of ethics.

16th. It shall be considered unethical for any member in conversation or statement to another member or in meeting of members to withhold or prevent the truth about the facts in a job—thereby making false impression.

17th. It shall be unethical for any member to give as his excuse for breaking any of these rules, that the fault was committed by a salesman or other employe, and that if any salesman or employe has not due regard for his honor or that of his employer it shall be considered unethical for any member to retain him in his employ.

18th. It shall be considered ethical to encourage in every way the use of Nashville-Made Goods.

Would it not be well for the newly formed Graphic Arts' Section of the Canadian Manufacturers' Association to make it one of their first duties to consider and adopt a Code of Ethics suitable for Canadian Printers? Or to give the movement a broader scope it might be discussed at the next Canadian Cost Congress for Printers. But whatever is done either individually or as members of an organization should be disassociated from any feeling that printers are naturally a lawless tribe and therefore require hard and fast rules by which to travel. It is not that at all. A code of ethics such as this should be considered only as a set of guide-posts—a yard stick by which to measure in a general way every transaction. It can only be that and no more. And it should be remembered too, that it must be interpreted by every individual printer in the light of his own conscientious principles. But the general adoption of such a standard would most certainly raise as well as unify to a great extent the ethical relations of printers with their customers, with their employees, and with the traveling men and wholesale houses from whom they purchase goods.

Economy and Efficiency in Melting Metal

A writer in the *Publishers' Guide* gives the following information regarding the proper method of testing the heat of linotype or other printing office metal, to decide whether it has reached the proper temperature. It is particularly valuable at this time in view of the increased cost of antimony and the point should be emphasized to operators and those responsible for the melting of metal for recasting into cakes.

"The paper test is practical. Stick the edge of a piece of newsprint into the metal, or let it rest on the top of the molten mass. If the heat is sufficient to brown the paper nicely, the temperature may be considered about right. If it turns the paper a dark brown—there is too much heat. If it blackens the paper, it is positively dangerous to the life of the metal, for the temperature is such that it will burn the antimony, which gives to the metal the required quality of hardness. If you use a gas burner under your melting pot, the heat may be regulated to the best advantage. If you burn coal, you may melt the metal more quickly, but the danger of overheating is greater. In the case of a coal burner, do not hesitate to dump the fire from the grate in case it is too hot—it does not cost nearly so much to lose the fire as it does the metal."



Prerequisites to a Successful Business Career

By Charles Francis

Thoughtfulness in regard to everything connected with the business and a forgetfulness of all social matters.

Industriousness at all times; if there is *nothing* to do, then make it your business to find something useful to do.

First and only thought—*Business*.

Pleasure thoughts only after business.

No social visits or conversation so long as business can be attended to.

Conform all your ideas to meet business requirements.

Study to find out just what your "boss" would do in any business transaction, and work and do it that way.

Do not "fuss" around—do things.

Do not be a mere automaton; use your brain, and if you have a good idea—suggest it.

Do not become angry or disappointed if your idea is not accepted. Try again.

Never get the feeling that everything is going wrong and think you should quit.

Never think you are the worst treated individual in the world.

Keep pushing, never give up, and do not, under any circumstances, get grouchy.

Treat everyone courteously and respectfully.

Do not waste time on anyone when there is no business in them.

Study the successful efforts of everyone you know to be successful legitimately, especially those in your own line.

Think how you can mostly facilitate and help the workers and the work.

Your success is dependent upon your own efforts and the success of the business is your success.

Guard your personal credit and habits as every bank and commercial agency will inquire into them, and any false step you take is sure to be recorded against you.

Live always within your means.

Try in every way to accommodate, and finally—

Never fail to take your difficulties and disappointments to Him, your heavenly Father, who will guide and help you if you wish it.

A PAGE FOR APPRENTICES

Conducted by J. W. Short
Superintendent Hurley Printing Co., Brantford

Part 10—Tone and Shape Harmony

IN THE PAPER on the use of initials we had recourse to draw attention to the tone harmony between initials and type matter. This harmonious relationship can be conveyed in more ways than by using type, borders and ornaments of equal weight—the way in which a page is spaced, even, having direct bearing on the tone presented to the vision. Closely spaced type always presents a more even tone to the eye than type extremely wide spaced, either between the lines or words. In the smaller centres much of the work is produced in one color, a large percentage of this being printed in black on white; and it is in these instances where more than ordinary care should be taken to acquire the correct tonal effect and insure printing other than commonplace. In the event of a two or three-color job it is an easy matter to tone heavier elements down to the desired weight by introducing tints or pigments of a complementary color: for instance, if text is printed in a dark shade of blue, to tone down with orange or salmon.

The tone of a job, also, can be made to convey meanings other than the tonal appearance to the eye—a page descriptive of English or New England history would be radically wrong if set up in types the tone of which embody the light, graceful temperament of the French and Italian schools; and the dignified, simple treatment ordinarily credited to an American or British book page would be just as much out of place where the German or Dutch element of construction is called for.

A proper care for the tone of a page, even set with a single rule border and in Roman types alone, in black ink and on white stock (the most commonplace combination of the printing art) will be found to convey the meaning of the matter at hand in a more dignified manner than a decorative page that may take three times as long to compose and print.

The shape of a page should coincide with the shape of the stock upon which it is printed, and the shape of the types used relative to the shape of the page. If the work be of an oblong shape, the page naturally should follow the same inclination and type of an extended fashion introduced (Bookman, Old Style, Antique, etc.), and for the long panel-shaped booklet or catalogue, types of the nature of Cheltenham Old Style, Avil, etc., should be used.

By the same argument, it is considered extremely bad taste to use condensed display with extended body types, and vice-versa, although it must be understood that there are occasions when the best laid schemes and rules must perforce be broken. The period, however, when compositors found it necessary to run around the room with stick in hand to find a line "that would come in" is past.

When a piece of work is set in one series or family the shape harmony is, of course, perfect as far as types are concerned, but often it is expedient or necessary to introduce other faces, especially in stationery or other small

work; and it is here that the skill of the compositor is shown. If another type is to be introduced and different faces of the same family (italics or bold) are not available, it is advisable always to choose a type the lines or angles of which are in keeping with the contour of the first series used.

Shape harmony can also be brought to bear on the relationship between illustrations and type. If the page is long and narrow, a square or horizontally-shaped cut or ornament will never "sit comfortably"—an elongated decorative spot being more in keeping. If the cuts used are of a strictly geometrical character the type should conform in some respects to the shape of these, but if elaborate rococo or scroll ornamentation finds its place to any extent in the cuts then a more elaborate typographical treatment can be meted out to the work.

A FEW SHAPE HINTS TO BE REMEMBERED.

- Don't use condensed and extended types in unison.
- Make the margins symmetrical to the shape of the page.
- Keep shape of page in conformity with shape of stock.
- Don't mix lower case and cap. lines indiscriminately.
- Never use an upright panel on an oblong page.
- Don't use ornamental types with types on strictly geometrical lines.
- Space the words and lines closely in solid matter.
- No need to spread the type all over the page area.
- Don't mix old style and modern types.
- You will not letterspace widely an elongated type after seeing the effect.



HOW MANY of us have not experienced the problem that often confronts the compositor; that of filling a circle with body type. A perusal of the following will do much towards eliminating this difficulty. Measure the radius or half the diameter of the circle; find the square of same, and multiply by three-and-one-seventh; this gives the number of pica ems, from which it is easy to figure out the size of type required to fill the circle.

Example.—Diameter of circle 12 ems. Therefore, 6 ems is radius or half of same. Radius square.—6x6 (36 ems) multiplied by three and one-seventh gives, in round numbers, 113 as the number of pica ems in circle. Divide this by 36 to find the square inch area gives practically three square inches of type required, which leaves provision for the following: 6 point solid—135 words; 6 point leaded—102 words; 8 point solid—84 words; 8 point leaded—66 words; 10 point solid—57 words; 10 point leaded—48 words; 12 point solid—39 words; 12 point leaded—32 words. (All above are approximate round numbers.)

Facts About Over-Equipment

By Sam Oppenheimer

THE FACT of over-equipment is hereby set forth in the following article by Mr. Oppenheimer, written in an usual breezy, interesting style. It is a *fact* that Canadian printing firms cannot get away from it, and one that is borne home to them particularly under present conditions, that with very few exceptions every office is over-equipped in one or more departments. The advice of Ben F. Corday, given at the Printers' Cost Congress held at Toronto last April, was "if business slackens up and the prospect does not look good for the immediate future, cover up half of your equipment, but do not go onto the market and cut prices." There are a good many printing firms that would do well to act upon Mr. Corday's advice at this time. Keep as many men employed as you can, but in your machine departments do not hesitate to give vacations to machines you do not need. A few machines kept busy will maintain maximum efficiency; twice the number working intermittently will surely produce inefficiency, and that means loss of dollars and cents, mostly dollars. Cover them up, Mr. Oppenheimer's article appeared first in the *Printing Trade News*. Editor.

EVERY man has a hobby. It's either painting, or pinochle, or poker, or petticoats, or books, boozewater, or benzine buggies, but they all have 'em. Mine is over-equipment. (That is not mentally or physically, but figuratively.) I dream it! I sit by the hour and ponder the picture of that Utopia wherein the printer man sits snug within his sanctum, and smiling up into the face of his anxious customer, speaketh as follows:

"I can't take on any more work just now, Mr. Skinem, for my machines are all busy and plenty ahead. No need to make a price on work I can't do, and no use to go elsewhere, for printers are all full up. Better leave the job so it will take next turn, at any rate. Thank you, Mr. Skinem. I'll do my best for you."

God of my Fathers! Did you ever have a dream like that?

Did you ever ponder the thought that the one great curse of the printing business is the fact that there are twice as many machines in the shops as there are jobs to feed them with?

Don't you know that when a man has twice as many kids as he can afford, that he is often compelled to take any kind of a job he can get at any old price, simply because he can't afford to lose enough time to hunt a better one?

It's the knowledge that there are idle presses at home with hungry mouths to feed that sends us in terror out upon the streets to beg for an order at any price.

It is this spectre of idle machinery that maketh cowards of us all, and "the native hue of resolution is sicklied o'er with the pale cast of thought," until the wise counsels of Benjamin Franklin and all of us high-brow spellbinders are cast into the limbo of oblivion in the wild scramble to "get the order." And we do get it, and continue to get it, and at the end of the year we find that our bank account has grown to resemble a cipher with the rim torn off.

We talk it over with our partner and decide that if we are to be able to continue in the game, and do the work at prices we are getting for it, we must print a larger sheet, forsooth, or to be exact we must buy a larger press, or a faster press, or a presto-press that "auto" but don't. Also a two-revolution paper cutter, a back-delivery push-cart, a round-corner job press, and a lino-plate type-slugging machine. Then, by Heck, we can make these other pikers look like a last year's crop of snowballs. And the old customer, Mr. Skinem, passing by and seeing the lot of new machinery being hoisted up, rubs his hands and chortles gleefully, "Going down." A parody, although a truism.

And so it is. Always trying to equip our plants to meet the low prices we are making in competition with a bunch of asinine bipeds who are doing the same thing. Which proves that one man is very much like another. And so the game continues, while we lose sight entirely of the one most vital question which alone should be the determining factor as to the equipment of every plant, printing or otherwise. And that most vital question is, "How much business

is my organization able to secure at a profit?" Because profit is what we work for, not orders. And when we take an order without profit, we set a low standard and demoralize our business, and it will come back to us.

In my investigations of this subject, I have been led to believe that the smaller plant, efficiently administered and undertaking no work but that which can be had at a profitable price, is far the best proposition, and the conditions must be very extraordinary indeed where the very large plant would succeed.

And don't forget that it is always and forever organization that counts. The vital question always is, how much work can we get at a profit? Dr. Taylor, who is probably the highest living authority on shop efficiency, says boldly that he would always rather have a good organization with an ordinary plant, than a highly modern plant and a poor organization. The former will succeed where the latter will often fail. And he tells of numberless cases where an efficient sales head has stepped in and saved a poorly organized, though efficient plant from failure. It's selling goods at a profit that counts, and there is no more judgment displayed in overloading the selling capacity of your plant with too much machinery than there would be in putting a ten-horse load on a five-horse motor and expecting it to do the work.

Did you ever stop to think that a press of ancient vintage which actually runs at 1,200 is a safer proposition than one of late style which is "guaranteed" to run 2,000, but really only runs 1,500? The former is safer because you know its limitations and figure accordingly, while in the case of the latter you are prompted to figure the promised speed, in the hope that it may be realized, and thus doth the busy little customer get the profit which the machine man promised to you. Alas! Will it ever be thus?

Consider the farmer. Does he let out a loud and doleful wail because he can only grow one crop a year on his land, and that it must lie fallow during the winter? Does he go belly-aching up and down the land because he can't grow a crop of some kind of green whiskers on his land every thirty days, and mourn for the day when the sheriff will get him? Not any mournings, my friends, that I can hear. Verily, neither doth he wail. He plants and he hoes and he harvests all in due season, firm in his faith that when he cometh home from market there will be enough green goods in the old yarn sock to keep him against the time of the next harvest. And I am not here to remind you, my friends, that we are slaving day and night, and filling the time between with dreams of the luxuries we fain would enjoy, while he hath both the time and the means to enjoy them.

Keep your plant down to where you can keep it busy with profitable work, and like the farm, it will earn its idle time. List not to the siren song of the machine man, lest he getteth your goat. Keep your own books, and use your own headpiece. Keep your hands off the new presses and the larger presses and the automatic presses until you have

the business at a profitable price to justify. Don't take the machine man's figures, use your own brains, for you have them.

Don't be afraid to turn down a job that you can't handle with profit. For until we can all begin to turn down the less profitable jobs, we will never make a dollar, and the job which has got to get its profit out of the difference between a reasonable size of sheet and an excessive one is a poor proposition at best.

Don't buy a great big press because every other year when the thirteenth day of the thirteenth month falls on a Friday, you get a job that takes a big sheet. Let the job go. Give your friends a chance. If you have to run ninety-nine small jobs on a big press waiting for the hundredth large one, you will find it expensive amusement, and it will pay far better to side-step the big job and run a smaller press. It costs more to run a large press than a small one. More in interest, investment, depreciation, spoilage, idle time, and everything in proportion to its size.

It takes expert help to run automatic or special machines, and special machinery is limited in scope in the nature of things. Else why special?

Study the selling end of your business more than the buying, and above all never let your equipment grow beyond your ability to keep it fairly busy with profitable work.



Standardizing Size of Catalogues

There is a movement on foot to have a more efficient system of issuing catalogues, and a campaign has been started by the Technical Publicity Association, whose membership comprises the advertising managers of many of the largest business houses in the United States, to induce firms to adopt standard catalogue sizes. Definite proposals have been prepared by the association and have been sent out to many of the leading manufacturers, wholesalers and retailers.

The chief recommendation is that two sizes be adopted as the standards for all catalogues—6x9 inches and 8½x11 inches. If every house issuing a catalogue will have it made in one of these sizes it can be filed for reference with other catalogues by anyone receiving it. With the present system of varying sizes they take up valuable space unnecessarily.



Why Printers Fail

The failure of printing concerns can usually be traced to one or more of the following reasons:

- 1st—Ignorance of the cost of production.
- 2nd—The use of an incorrect cost system.
- 3rd—Guessing at the value of product.
- 4th—The assumption that volume of business is an indication of profitability.

Ignorance of cost permits customers and competitors to dictate prices, which can be safely based upon a knowledge of exact cost.

The use of an incorrect system gives a false basis for selling prices, resulting in the losses upon certain classes of product absorbing the profits of others. This causes the discrepancy between the expected and the actual profits at the end of a fiscal period which is so puzzling and disappointing to the victim who has faithfully followed an erroneous system.

Guessing at value of product is pure gambling. Some guessers have made a great financial success, but the chances are far greater for failure.

The assumption that a large volume of business indicates proportionate profits encourages the taking of orders at unprofitable prices. Fostered by lack of cost knowledge, belief that the market price is limited by his estimate of what the customer is willing to pay or the desire to hear the hum of busy machines, the producer frequently ignores the warning of unprofitable results, and continues his methods without seeking to remedy them, blindly hoping that somehow, the results next year will be better.

Often under these conditions the profits are in inverse ratio to the volume of business and the larger the business grows, the greater are the losses, until failure results.

THE NET PROFIT THAT COUNTS.

Every time you are tempted to take an order at a cut price remember this: It is the next profit that counts, not the total sales. Your business exists solely for the profit it makes. If it makes no profit, it is not a success. You can grow only by making a profit. Every new thing that comes into your shop must be paid for out of your profit. Every dollar you take out of your shop outside of your salary must come out of the profit. Otherwise you will "go busted" sooner or later.

"It is the net profit that counts, not the total sales."

Every order taken at a loss takes away that much profit from a profitable order. Every order taken at cost means that much opportunity for making a profit gone. Every order taken at a profit add that much to your other profits. If you don't get the profit, how can you ever have it? If you don't ask a profit, how can you ever get it?

"It is the net profit that counts, not the total sales."

Better small sales with some profit than large sales with no profit. Make your sales as big as you can, but always make the profit just as big in proportion.

"A profit is not without honor, save when it is lost."



Walt Mason on Trade Papers

I ASKED Jim Quackenbush a question—printing things are sure his line: "Say, don't you have the indigestion? You read trade papers all the time."

Old Jim laid down his monthly paper, and wound his whiskers round his neck, and said: "It is the proper caper to read up on your trade, by heck. The lawyer, if he'd make a killing, must read his law-books, day by day; the clergyman, however willing, without research can't make it pay; the doctor, if he'd be a winner, must read the books by experts made; and so it is with wheel-wright, tinner, and every man who has a trade. If this is true of lawyer, healer, that each must cultivate his mind, it's just as true of every dealer—none can afford to go it blind.

"This journal here, in every number, contains some fact, or hint, or phrase, to guide the man who deals in lumber, and help him forty-seven ways. And so it is with Griggs, the printer; he takes trade papers three or four; they bring his world of commerce closer, and help his business all the more. Now there's the other fellow, Harkness; for printed stuff he spends no dimes; he gropes along in doubt and darkness, a hundred years behind the times.

"Oh, these be times of stress and hustle, and giants wrestle for the tin, and man, so help me Lillian Russell, must know his business, if he'd win. That's why I take this useful paper, and through its helpful columns wade; and every printer, butcher, draper, should take the one that fits his trade. Now, run along and leave me, sonny; I have to earn my daily bread; and while I'm taking in the money you might sit down and soak your head."

Efficiency in the Country Printing Office

Some Ways in Which Efficiency Can Be Attained — Printers Must Progress or Drop Out of the Procession—Advice Worth Acting Upon

By James B. Haskins

IN THE first place, I do not think that the Great Architect of all good ever intended or designed that a man who has brains enough to serve in the many roles which a country printer-editor has to serve should spend the most of his time in the irksome details that most of us at various seasons of the year find ourselves doing. Every office of any size should, in my opinion, afford a competent office girl who can do the hundred and one necessary things that eat up time and make the business routine, if attended to by the old man himself, expensive, if his time amounts to very much. There is in almost every shop enough bookkeeping, typewriting, correspondence, statement sending, telephoning, collecting, invoice work and other matters to keep a first-class, active girl busy the greater portion of the time.

HELP TO PREPARE AD COPY.

In a country printshop where the newspaper and the job plant are combined in one, the editor must, if he sells advertising, get out on the street and spend a day or a day and a half of the week mixing with the merchants and in many cases, in fact the majority of instances, he will find that it will pay him well to tender his services in the manner of helping arrange and writing the copy. I hope to see that golden day dawn, so gloriously prophesied by Arthur Brisbane, of New York, when every subscription to a country paper will pay the publisher \$6 per year net profit. When the day comes we can expect the advertiser to grow a little more liberal and stand for a reasonable charge for the editor's time in helping him prepare copy, or perhaps there will then be enough up-to-date merchants using country newspaper space to lay out their campaigns from three to six months in advance and either employ some competent advertising service or give their editors more leeway in matters pertaining to the arrangement and handling of the advertising.

KEEPING EQUIPMENT IN SHAPE.

The typefounders have preached long and hard regarding this efficiency problem and their gospel is just beginning to bear fruit. Many of the arguments that now seem commonplace nevertheless are true, that is that efficiency means the elimination of waste, and good mechanics can only be expected to turn out profit-bearing work when they are given up-to-date material to work with. In the past six years I have gone through my shop at least once a year and have put the veto mark on case after case of pretty good type that was not being used. When I started out I had many antique faces that came under the ban and sometimes it seemed rather wasteful to condemn some of the metal to the junk heap to receive junk prices for it. However, any shop that is not using type which is stored away occupying valuable space had better get rid of it and put in new material, although the typefounders have a game that is hard to beat. A few series of new faces will put more vigor into a working force than almost any other investment, and if one does up-to-date artistic work his shop can command a price for what it is doing. The use of obsolete type or other material is mighty poor business economy. Every month or so the presses should be gone over and it will often surprise one to see how quickly some part, if not given proper attention, will greatly damage the working value of the machine.

Comparatively few country shops have so far installed

a cost system, but the cost system is sooner or later going to prove the only salvation of the trade, and while you or I may not now be able to put in this system in its entirety, the sooner we are honest with ourselves and look our financial condition in the face the sooner will we commence to improve. There is no possible excuse for the condition in which we find many shops where a good workman has labored hard for long hours for many years and emerges oftentimes with only a living to show for his work. He has been a good fellow, he has let a little cheap flattery steal from him a legitimate wage, he has been doing too many things without counting the cost, but when he reaches middle life and finds his family must be educated and compares the things his family has with those enjoyed by his neighbor who has perhaps been a retailer of cigars, or a buyer and packer of butter and eggs, then he counts the cost. He has in his way been an artist, a dreamer. He has been wedded to high ideals, he has worked early and late, has perhaps been the greatest contributing force in his community and oftentimes is rated the poorest business man.

A BETTER DAY DAWNING.

New methods have come into vogue in printshops very fast in the last five years, a great deal faster than many of us can realize, and these new methods are going to spell freedom from bondage. They are going to allow more than one newspaperman to be able to look his banker squarely in the eye when he meets him. They are going to mean greater respect for the newspapers and for the men behind the guns, and the boys in the ad. alleys and the job shops are also going to be the gainers; better wages must come, shorter hours are already here, and hereafter we must court this charming damsel "Miss Efficiency" if we are to stay in the race. The old-fashioned shop will soon be a thing of the past. The fellows who remain in the printing trade and who already own an equipment had better affiliate with the cost commission and the press associations and imbibe all the new dope they can relative to financing a printshop if they want to continue to deliver the goods. If not already in the habit of using some simple business method of finding where you are at, it would be well to start a little private cash account and as the years go on you will be surprised at the satisfaction you will gain by comparing this record to that of the year before for the same month, and the same day, or the same week. No other one thing that one can do will act as a greater incentive for a man to keep on the job. If you can take in twenty dollars more this week than you did last year in the same week, somehow, when you trudge home on a Saturday night you will feel a little more like whistling, the stars will shine a little brighter, even if you do know your expenses have grown proportionately. This account of what is paid in and how it is paid out can be divided up so as to cover twenty-five or thirty different departments where the money goes, what it should be credited to and what it is paid out for. This showing serves to act as a check on future expenditures. Oftentimes a man will look twice before contracting for something which means an additional drain on the treasury. I will briefly name over a few things that to the average printshop mean a great deal in securing efficiency.

Have as much type as possible in dust-proof cabinets, have plenty of stone room, have as little bank space as pos-

sible, have proper facilities for drying, cutting and folding stock and jobs, use up the odds and ends of stock as closely as possible, do not allow a wasteful man to cut your stock, keep plenty of labor-saving material; yes, profit by the typefounders' old chestnut, quads and spaces; have a rate card for advertising and printing, and stick, brother, stick!

MAKE THE CUSTOMER PAY.

Each time you get a notice from your philanthropic paper supply house, gently breaking the news to you that paper stock has advanced from ten to twenty per cent., just revise your job price list, and hang it on top of your job hook so that the revised price card will be one of the first jobs to emerge from your shop. It is not always possible to base the cost of job printing from a card, but keep within certain well defined limits in your estimating. Do not allow any customer to come in and hang over your desk when you are trying to furnish him an estimate. Any one who will sell advertising for one dollar that has a labor cost attached of seventy-five cents is certainly a pretty poor financier, and has no right to expect a rating.

Legal rates too have been cut so much by the poorer class of papers in nearly every county by the fellows that can never afford to attend a press meeting and have no time to read cost commission figures, that it is pretty hard sledding for reputable newspapers to compete and to get the legal advertising that they fully deserve. I have never been guilty of much legal rate cutting and hereafter I will not be guilty of any, if I do not carry a folio of it in a year. The people who profit by it are never the deserving widows and children, but some shark of an attorney or some money loaner, who is oftentimes out for an illegal rate.

Another point which spells efficiency and some satisfaction, and can usually be done in a whole lot of offices, is to sell some of your space a week ahead. This is profitable to the printer, makes the advertising patrons respect the paper, and, when the readers see that a paper is well patronized, they will have a more wholesome regard for that paper.

WHAT "EFFICIENCY" MEANS.

If efficiency means the elimination of waste, it also means the stiffening of men's spines; it means striving to use every other man with more exact justice. The short workday has come, and it is well, but with shorter hours should also come quicker, more accurate work, better methods, improved business systems. Without these, the shorter workday means loss. With these, with a spirit of loyalty and earnestness carried out with vigor and vim, the workshop will hum and the dividends which should come will become realities.

Efficiency means that every man must know his job. Efficiency will cut out the triflers and ne'er-do-wells and do away with the botches and blacksmiths, will bring in their stead men not afraid to work, not afraid to win, not afraid to keep on striving. Efficiency means more biz, better pay, higher class workmanship, more modern methods, happier homes, lifting whole communities out of the rut, more extensive co-operation between producer and consumer, the growth of the "live and let live" policy, and in turn a great expansion in the amount of good printing and good advertising used. In fact, efficiency, if we inculcate it into our systems, is likely to spell salvation for the country printer and newspaper man. Without efficiency, many may as well arrange for receivers.



Successful printers are always on the lookout for something new with which to make their profits larger. They welcome the supply salesman cordially for they realize that he may have something to say or sell of benefit to themselves. It's the printer who never knows of progress who never makes any.

Many Newspapermen at C.N.E. Press Day

CANADIAN newspapermen showed their loyalty to Canadian National Exhibition and their continued interest in this greatest of all annual expositions by attending in large numbers on Press Day, Friday, September 4. When between 250 and 300 men filed into the banquet room in the Administration Building to partake of the luncheon as the guests of the directors it was a magnificent application of the now popular slogan "Business as Usual," only it might have been changed to read "Press Day as Usual." Despite the war that raged in Europe the editors showed the true spirit of patriotism by paying their respects as usual to this great annual demonstration of the arts of peaceful industry. The titanic struggle that is in progress on the other side of the Atlantic only served to emphasize by contrast the 100 years of peaceful civilization on the North American Continent that gave the title "Peace Year" to this year's Exhibition. But despite this it was not a matter for either surprise or regret that the war in Europe should form the chief topic at the annual luncheon. It was the one subject uppermost in the minds of everyone present. It was appropriate, therefore, that the chief speaker should be Colonel The Hon Sam Hughes, Minister of Militia and Defence for the Dominion, whose address was of a stirring patriotic nature. Col. Hughes felt quite at home at a gathering of newspapermen, being a graduate of the fraternity himself. Joseph Oliver, President of the Exhibition, in introducing Hon. George P. Graham, said the Exhibition owed a great deal to the press of Canada. Mr. Graham replied jokingly that if business conditions became very much worse the press would owe everybody a great deal. Mr. Graham then made a strong appeal for courage and patriotism on the part of all who are left to carry on the business of the Dominion and scored manufacturers who were fearful of losing money while loyal sons of Canada and Britain were losing their lives at the battle's front. "Be as economical as you can," he said, "but look out that you don't practice economy at the expense of someone less able to bear it than you are." W. M. O'Bierne, President of Canadian Press Association, thanked the Exhibition Directors for their hospitality and expressed pleasure that the newspaper publishers could aid in the success of such a splendid undertaking as the Canadian National Exhibition. J. A. McDonald spoke briefly along patriotic lines.

The newspapermen were the guests of the Exhibition at a banquet at 6 o'clock and to this the ladies were invited also. The grand stand performance was then enjoyed by all, special reservations having been made for the pressmen and ladies, thus bringing to a close a most pleasant and profitable day.



A Peaceful Heart's Desire

I'm tired of seeing Mars preempt the centre of the stage,
I'm tired of seeing war news spread across the whole front page;
I'm wearying of armies, forts and mines and fighting crews,
I want to see the old familiar headlines in the news.

Instead of "German Shell Fire Sets a Belgian Town Afame,"
I'd read of "Kansas Victimized by Wire Tapping Game,"
I see that "Thousand Belgians Put a German Corps to Flight,"
But want to know that "Pankhurst Vows She Will Not Eat a Bite."

I learn to-day that "French and German Birdmen Clash in Air,"
But miss the "Actress, Jilted, Sues a Pittsburgh Millionaire,"
What boots it that "Italians Threaten Now to Join the Fray,"
If I can't read that "Scientist Makes Hens Lay Twice a Day"?

And though it's true that "Russia Captured Eighty German Spies,"
I long to learn that "T. R. Stamps Barnes's Statements Wilful Lies,"
I'm wearying of armies, forts and mines and fighting crews,
I want to see the old familiar headlines in the news.

—C. E. E., in New York Sun.

THE EDITORS' VIEWPOINT

Watch Accounts Carefully

WHENEVER war dogs are loose a strict vigil should be kept upon new accounts opened and old ones that have been running a little too long. There is nothing to-day that presents more worry to a man than a large number of accounts on his books, and in a time like the present this applies with all the more force. Printers and publishers should therefore keep one eye continually on accounts and not allow them to get beyond a safe point.

With regard to the granting of credit to new applicants, **PRINTER AND PUBLISHER** would urge all readers to exercise extreme care in this regard. No applicant should be granted credit who is known to be doubtful and no account should be opened unless a time limit or a money limit be placed upon it. All readers will be well advised to adopt a very conservative attitude in regard to credit and once adopted to enforce the system in each and every case.

At the same time printers and publishers, in common

with other business men, have an obligation to perform in settling their own accounts as promptly as possible. This will have the effect of helping to keep all business normal during the war, which is what we are all preaching and should be striving for. Complaints have been heard in some quarters, however, that some who could help by paying their accounts are deliberately holding off doing so. This is not only an injustice to the type founders and supply houses who are straining every effort to keep collections up to normal but is calculated to cause an immediate money shortage. If persisted in it will defeat its own purpose and business men who deliberately hoard up funds will find the practice will speedily react against themselves. They cannot injure the community at large without involving themselves. Our advice is to make settlements as usual and help to keep business normal. You cannot conscientiously ask your debtors to pay their accounts if you do not practice what you preach.



Well Merited Success of C.P.A. Campaign

CANADIAN Press Association is deserving of the warmest commendation from all newspaper publishers, whether members or not, and business men generally, for the sane, logical, campaign it inaugurated immediately after the declaration of war and which it is continuing with unabated vigor. The Association stepped into the breach at a time when the situation was decidedly awkward. Public opinion was drifting hither and thither and business conditions were becoming daily more unstable and panicky. The success of the campaign from the very first is a splendid tribute to the effectiveness of the commodity it was destined to sell, viz.: newspaper advertising. The first series of advertisements in the campaign were intended and served as a persuasive tonic to restore and maintain a more steady and optimistic feeling in the public mind. These advertisements were followed by a number that made a direct appeal to business men to continue their advertising and these have had a splendid effect along this line. The special optimistic news articles, giving news of factories that are working full regular staffs and in some cases overtime as a result of the war have also been productive of good results.

As an evidence of the effect of these articles note the following instance. A national advertiser who places his business through one of the leading agencies suspended all copy upon the declaration of war, giving way to the wave

of pessimism that threatened at that time to sweep the country. Like many others this advertiser did not stop to consider that the very conditions that caused distress in some lines of industry gave a decided impetus to other lines and that in any case Canadians must not only continue to feed and clothe themselves but must also assist in this respect the armies of the allies in France and Belgium. Well, the other day this advertiser went in person to his agency and told them that after all he did not believe that business was going to be quite so bad as he had at first thought and he believed the best thing he could do was to resume his advertising as usual. The reason for his change of heart, he explained, was that he had been reading numerous articles in the papers to the effect that this and that factory was operating as usual with full staff or was particularly benefited in some way as a result of the war. The same process of reasoning that operated in the case of this advertiser has no doubt been going on in the minds of others and the result is seen in a gradual restoration of general advertising in many lines that at first looked hopeless.

Newspapers can materially aid in making the campaign of Canadian Press Association continue in effectiveness by giving the Association the fullest possible co-operation. Not only should this be done by the publication of display advertisements and news articles according to schedule

but in the gathering and sending to the Manager all information and suggestions that can be used in connection with the campaign. One thing that has so far characterized the campaign has been the absolute veracity of the news articles and the sane, convincing logic of the advertisements. If the campaign is to continue to produce results these features must continue to prevail. Particularly important, therefore, is the sending to the Association authoritative information regarding industries benefited by the war. Any advertising that such industries or even individual concerns receive as a result of being mentioned in these new articles is merely incidental and is overshadowed by the greater benefits to advertising that are being derived from the publication of these articles.

The influence of the campaign has been far reaching. The prompt action of Canadian Press Association probably had much to do with the decision of the Canadian Home

Markets Association and some other organizations to inaugurate campaigns destined to focus attention upon the possibilities awaiting Canadian manufacturers as a result of the cutting off of German imports. Perhaps the greatest tribute paid Canadian Press Association, however, came from its United States contemporary, the American Newspaper Publishers' Association, who are now conducting a campaign along similar lines, using some of the C. P. A. copy and gratefully acknowledging indebtedness to the C. P. A. for the inspiration for the entire campaign. The significance of this tribute to the representative organization of the press of Canada is well worthy of note by its members and the Canadian press generally. It is only another evidence that Canadian Press Association, under the direction of its efficient officers and manager, can be relied upon to be on the job at the right time in the right place and in the right way.



Partial Employment for Entire Staff the Better Way

JOB PRINTERS cannot work on "stock"—like manufacturers of furniture or jam or wire nails or a dozen and other staple commodities that can be made up in advance and a fairly large stock held in reserve until called for. True, printing is manufacturing but it is also jobbing, which means that the supply of work is wholly dependent on orders received from day to day, a business of manufacturing goods to special orders only. If this day-to-day demand runs out or lessens in volume the business is bound to feel the effect immediately. The same is, of course, true in the case of an unusual activity, because printing orders, unlike those in some other lines, are nearly always required to be filled as quickly as possible. Thus the work is generally well up-to-date and a slowing down of orders received in the office is noticeable immediately in the shop.

This basic principle of the job printing industry is stated here because it is too often overlooked or at any rate not acted upon. "Any more work in?" says the foreman to the office. If the reply is in the negative then workmen are told to "go on dis." and pressmen and bindery hands fill in part of the time cleaning up and all of the time sheet "waiting for work." The cleaning up soon runs out and the dis. does not last indefinitely, despite the courageous efforts to this end. If a cost system is kept, and one should be in every printing office, the monthly statement is sure to show an alarming hour cost, when men have been kept on under such conditions. What is to be done? In favor of keeping men on there is the hope that business will improve and the desire to keep the staff together and inconvenience no faithful employee. Nevertheless the very existence of the business demands that some curtailment of expense be made at once.

The question is, shall a few of the men be laid off for all of the time—indeinitely, or all of the men for part of the time. We are wholly in favor of the latter course, and we believe it is the only one that should in any way commend itself to employers or employees at the present time. As we have already said, no firm can possibly afford to keep a full staff on the pay-roll and not have profitable work for them—at least they cannot do it on anything approaching a business basis. It will be found that with the usual overhead and a smaller staff working steadily—the

most favorable conditions when business is slack—the hour costs will even then far exceed the figures for normally busy months, when a full staff was employed. So that it is hard to avoid a serious slump in profits, if not actual loss, during a slack period. There should, however, always be a friendly consideration shown toward all members of the staff and this is particularly true at the present time when new employment is almost impossible to secure. There is, therefore, only one thing for the conscientious employer to do at this time and that is to give partial employment to as large a staff as he possibly can. Perhaps in some extreme cases it may be necessary to put the entire staff on half time. If so it is infinitely fairer and better all round than to employ half the number of men full time.

In Montreal the Typographical Union has wisely passed a special regulation forbidding any member to work more than 40 hours a week. In Winnipeg action has been taken by the employing printers, through their Board of Trade, and it has been mutually agreed to shorten the hours and if necessary increase the staff, thus giving employment to some men now idle. Both these organizations have reached the same conclusion, though one is an association of employers and the other of employees. This is striking evidence of the soundness of the plan and the desire on the part of all to adhere to the motto "All for One and One for All."

Practically all that applies to the job printing business in this connection applies with equal force to the management of a daily newspaper. Despite the extra work entailed in getting out specials some papers have been compelled to reduce their staffs owing to a decrease in advertising. When this is the case the same plan should be followed as is recommended to job printers. Even though it may be somewhat inconvenient in some respects it does not present any serious difficulties and when the closing up time approaches there will be no shortage of help.

There are many men engaged in the printing industry in Canada and they and those dependent on them are worthy of every consideration from the firms to whom they look for employment. Let all stand together here in Canada and use all the diplomacy and tact and courage that we possess and we will surely win just as diplomacy and tact and courage of the great military leaders and their staffs are winning battle after battle in Europe.

The Cost System Unites Employers and Employees

IT IS HIGHLY desirable that the most friendly relations be encouraged between employing printers and those employed. An evidence of the extent to which such relations can be cultivated with mutual benefit was demonstrated at the recent Cost Congress held at Victoria, B.C., and referred to in the following item taken from the Victoria correspondence to the *Typographical Journal*:

"The Pacific Coast Employing Printers' Congress held its sessions in this city on June 15 to 17, and was attended by a large number. An invitation was extended to all members of No. 201 Typographical Union, and quite a number availed themselves of the opportunity. Some of our members are convinced that the cost system is the proper caper, and they enjoyed the sessions of the congress very much. The employing printers of this city have demonstrated on several occasions that harmony between the employers and employees is one of the things they desire, and the officers of No. 201, as well as the members collectively, will put no obstacle in the way of such a laudable ambition. We may have our little arguments once in a while, but there are many things that could be adjusted without trouble if the two organizations had a better understanding of each other. Let us hope that the time is not far distant when the two will work together in a harmonious spirit, recognizing that each has a duty to perform, and in the performance of that duty let each try to put itself in the other's place and try to see that other in the light of friendship. We have never had any serious disagreement with the employers of this city, and our relations have been friendly, but there never was a friend who could not make a better friend. Neither organization would lose one iota of its prestige in endeavoring to have harmonious relations exist between them—rather the reverse."

The employing and employed printers of Victoria are



Mutual Admiration Gazette "Petered Out"

MUNICIPAL ownership, as applied to the newspaper publishing business, has been given a good try-out by the city of Edmonton and been found wanting. An "Official Gazette" was started at the instigation of the Mayor last April and lasted as a weekly until the end of June, up to which time it cost the tax-payers \$7,262.14. The proposal then was to continue its publication as a monthly but on August 5 the Mayor announced that its publication had been suspended altogether. One of the aldermen jokingly proposed that it be gotten out once a year.

The whole idea was a farce from the start, being apparently the outgrowth of a personal animus on the part of

to be congratulated on having the good sense to recognize that their interests are not at variance, but what is good for one, is, as a rule, good for both. This applies particularly to the cost system, which has unfortunately been too often discredited and abused because employers did not take the trouble to explain its usefulness and desirability to those whose duties necessitated the making out of a time sheet. No man should feel that it is "beneath his dignity" to keep a record of the time spent on each job and the kind of work. The employer is the employee's customer and as such he has a right to receive an itemized account of the goods he has bought just as a housewife expects her grocer to itemize the sugar and the salt and the other items on her grocery bill. But beyond this elementary principle there is an absolute need that the employing printer should receive this information for he must sell the time he has bought from his employee to the customer for whom the work is being done. Here the interests of employee and employer are identical. It is in the interests of both that a fair profit be realized on every job and this cannot be done unless a proper record is kept of all the expenditure of labor and material that goes to make up the cost.

The cost system is a good thing for everyone engaged in any way in the printing business and should be heartily commended by employers and employees alike. The printers of Victoria are on the right track in giving their employees an opportunity of becoming better acquainted with the working out of the system and it is hoped their example will be followed by the printers of other cities.

the mayor and a few of his supporters against certain of the local newspapers. So that these dignitaries might not be misquoted or their motives misunderstood by the public the intention was to have the "Official Gazette" report all meetings of the Council and Commission Board verbatim but in this respect it is reported to have fallen down. It is interesting to recall that in commenting upon the venture in our May number we suggested that "the Edmonton publishers can rest content in the assurance that the journalistic enterprise of the city fathers will in all probability peter out after it has consumed a considerable portion of the tax-payers' money." These expectations have now been fulfilled. "Peter out" has proved an appropriate term.



Greedy Newsdealers

WE WOULD strongly urge daily papers to take all reasonable precaution to prevent unscrupulous dealers from charging "war prices," either for regular or special editions, in some cases deliberately ordering an insufficient quantity in order to increase the demand in proportion to the supply. That this is being done in some cases is evidenced by the following letter which appeared in *Canadian Grocer* for September 18 signed by a subscriber to that paper in Kipling, Ont.:

"The dailies are very busy publishing stories of grocers selling goods at war prices, while copies of regular editions are being retailed for 5 cents per copy in Sudbury, although, One Cent is plainly marked on the papers. This is cer-

tainly charging 'war prices' if anything is. It seems to me that if the dailies would look after their own business and not yell any louder about the war than is necessary they would do a good deal towards helping to keep conditions normal in the grocery business. They are apparently too busy writing of grocers selling goods at war prices."

The resentment expressed by this writer is sure to be felt also by many others and in addition to the reaction against those papers that permit such a practice there is also the responsibility devolving especially upon newspapers of keeping conditions as near to normal as possible during the unsettlement consequent upon the war.

An Opportunity for the Weekly Press

By Lorne Eedy

Editor and Manager, *Journal*, St. Marys, Ont.

CONDITIONS are changing rapidly in the local newspaper field in Ontario. In some districts every farmer now has the rural telephone and rural mail delivery. Where one metropolitan newspaper circulated five years ago, there are half a dozen copies to-day. It is of vital interest to country publishers to know how these new conditions are going to affect the local newspapers. The writer believes that the "LIVE" country newspaper will benefit. But it is going to raise the standard of local newspaper efficiency and ten years hence fewer local papers will be published.

The country publisher who realizes that his paper has a special sphere of its own, as a purely local newspaper, and publishes a "live sheet" will find greater opportunities for increasing his circulation and extending his paper's influence under the new conditions. As disseminators of



LORNE EEDY

Member Board of Directors, Canadian Press Association

news the metropolitan press should be in no way competitors. They provide an entirely distinct service. The incoming of the big city papers has no deterrent effect upon the circulation of the local weekly. The public wants first of all the local news and there is no place they can get it except in the local paper.

But where the new conditions are going to injure the local newspapers in the long run and injure them badly, if the weekly publishers do not bestir themselves is in the general or foreign advertising field. The country newspapers are not getting one-half the foreign advertising they should get at the present time. And the proportion of foreign business handled by the weeklies instead of increasing steadily has been gradually slipping away the past five years. Every advertising agency in Canada could verify this statement.

The average country publisher takes whatever advertising comes his way. The only reasons he gets any foreign business at all is that he has the best advertising proposition on top of the earth; that a few of the advertising agencies are pulling in his direction; and that he is often

ready and willing to sell \$5.00 worth of service for 50 cts. All the other mediums such as the metropolitan dailies, the magazines, the trade newspapers, the street cars and the bill boards employ solicitors, whose business it is to educate the great distributing firms to the advantages of their special mediums. They work hard for the business and they get it. Absolutely no such work has been done on behalf of the weeklies, except what has been accomplished by advertising agencies (whose volume of business with the weeklies has been decreasing); and by some of the trades newspapers which are constant advocates of local newspaper advertising. That is the situation to-day.

How are the new conditions, with rural mail delivery and rural telephone, going to affect foreign advertising in the weeklies? Undoubtedly it will increase the real value of the weeklies' service but will it proportionately increase the volume? We must realize that just as soon as the metropolitan dailies can convince general advertisers that they cover largely the field covered by local papers, the volume of advertising in local papers will be seriously affected, unless the rural press follows the example of other classes of publications, gets in touch with the big advertisers and keeps before them the special advantages of local newspaper advertising. The weeklies have the best proposition on earth to offer the big advertiser but the advertiser has got to be told about it.

To-day the local press is letting a large share of general advertising go by default. And we are coming to the point where, if something is not done, we will lose even our present ground.

What is to be done? Local newspapers can accomplish nothing worth while individually. A group of publishers might take it up, but better still the Canadian Press Association, through its Weekly Section, representing as it does some 500 local publishers, would deal effectively with this important matter. I believe that if an advertising expert were engaged by the Association to study means of bringing the advantages of local newspaper advertising personally before the manufacturers and distributors of Canada, and carry on a general campaign of education, something worth while would be accomplished towards placing the future of our "foreign" business upon a proper foundation.

EDITOR'S NOTE. Mr. Eedy's suggestion is along the line of that contained in a letter written by an advertising expert and read by Chairman Fry before the Weekly Section of the Canadian Press Association at the Convention held in Toronto last July. The proposition discussed on that occasion included the preparation of a "brief" setting forth the case for the weekly press as a whole, with a view to having its position better understood by agencies and general advertisers. The matter was disposed of by passing a resolution requesting the Secretary of the C.P.A. to ask for an expression of opinion from members of the Weekly Section regarding the employment of a special man to handle the matter along the lines suggested. This resolution has now been acted upon, a bulletin having been sent out by the Association during the past month, but at the time of going to press insufficient time has elapsed for a general response, so the result of the "vote" will be announced in the next issue of *PRINTER AND PUBLISHER*. It is hoped that all weekly publishers receiving a copy of the bulletin from the C.P.A. will reply to it promptly. Mr. Eedy's letter is a timely call for action.



Mark Twain on Advertising

When Mark Twain, in his earlier days, was editor of a Missouri paper, a subscriber wrote him that he had found a spider in his paper and asked him whether it was a sign of good or bad luck. The humorist wrote this answer:

"Old Subscriber: Finding a spider in your paper was neither good luck nor bad luck. The spider was merely looking over our paper to see which merchant is not advertising, so that he can go to that store, spin his web across the door and lead a life of undisturbed peace forever after."

REVIEW OF SPECIMENS

EXAMPLES of booklets and catalogues produced by Canadian printing houses which compare favorably with those produced by our contemporaries in the United States and other countries continue to come to the review editor's desk every month. There was a time when it could not be said as truthfully as it can now that Canada stood in the front rank in respect to the high standard of the work turned out regularly by its exponents of the graphic arts but that time has now passed and Canada need take second place to none in ability to produce printed things that are beyond adverse criticism. It is true there are some exceptional classes of work that up to the present have received little attention in this country but this is because of the smallness of the field for them and not because of lack of ability on the part of Canadian printing firms. When the demand increases sufficiently the enterprise of Canadian printers will rise to meet it.

Two catalogues which amply justify our praise of Canadian printers came to hand during the past month and typical pages from these are reproduced on this and the opposite page. There is much to be learned by a careful study of these specimens and it is hoped that the descriptions which follow will not only inform but will serve to inspire others to improve the quality of their product.



ONE OF the catalogues above referred to is a production of the Hurley Printing Co., Limited, of Brantford, of which J. W. Short is superintendent. This is a machinery catalogue for the Waterous Engine Works Co., Limited. It is 8½ x 11 in size. Cover is brown with title printed in black and attractive design embossed in light brown. Inside stock is high quality coated white of substantial weight. The most noteworthy feature of this specimen, however, is the color scheme used in the printing of text matter and illustrations. The engravings, together with headings and side-heads are printed in black while the

balance of the text matter is run in a soft grey tone that is remarkably easy to read and furnishes a beautiful contrast to the engravings. It is particularly pleasing in a catalogue of this nature as it adds effectiveness to the machinery illustrations, which form so important a part of the catalogue. The contrast is easily discernible in the reproduction of the typical page shown herewith in halftone. The engravings, typography and presswork on the entire job are very carefully handled and the catalogue is a splendid example of uniform excellence of workmanship in all departments.



A CATALOGUE of a very high order indeed is that of the Monarch Knitting Co., Limited, produced by the Southam Press Limited, in their Toronto plant. This is an example of four color process printing that is in some respects unique, there being no less than 28 consecutive pages having illustrations in quadricolor occupying more than two-thirds of the space on each page. The size is 8 x 10 inches. The cover is heavy coated with a striking design consisting of a background of knitted pattern printed in the popular tango shade and a pretty girl in sweater and cap peering through as a decoration for the front cover and a view of the Dunnville factory of the Knitting Co. in an oval on the back; the lettering on the front is in black and light blue. The interior is on white coated, 28 of the 32 pages being in four colors. The plates for

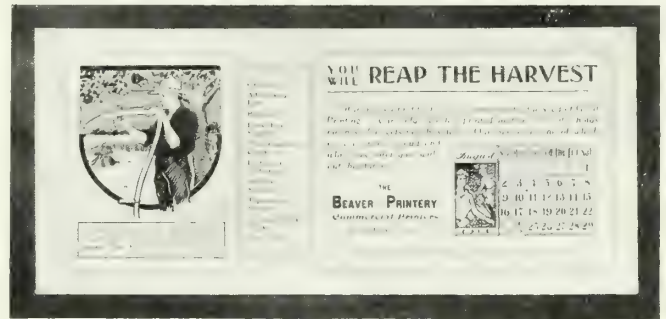
these were made from the original photographs and the posing that made these possible evidences the most minute study in order to secure the maximum effectiveness. Suitable backgrounds are painted in, giving a degree of realism to the "picture" that one would scarcely think possible. For instance there are scenes depicting autoing, sleigh-riding, skating, camping, baseball, canoeing, snow-shoeing, tennis, golf, etc. Other illustrations show with life-like realism ladies and children shopping, happy kiddies at play, several pages of bright faces wearing



Illustrating pleasing effect obtained by combination of grey and black in machinery catalogue. Produced by Hurley Printing Co., Ltd., Brantford.

toques, motor caps, bonnets, etc., and still other pages showing the various styles of knit motor scarfs, etc. Every figure in the entire book wears a knitted sweater or some other article of apparel in the Monarch line, and all of them, from the youngest to the oldest, wearing it with such appropriateness as to make it appear a desirable acquisition for anyone. The engravings were secured by making four plates from each photograph and etching them to properly blend the colors to give the desired tone. This work is naturally extremely difficult and the surprisingly accurate results obtained reflect great credit on the skill of the engravers. The border designs are in half-tone also and with the type portions of the catalogue, harmonize beautifully with the color work. A close study of the pages reveals the fact that not the least factor in the production of this highly creditable job is the presswork, the colors being strikingly true to life, evenly printed and in perfect register. The entire catalogue exemplifies the best that can be produced in this class of work in any country and reflects credit not only on Southam Press Limited, but also speaks highly for the development of the printing industry in the Dominion. To Southam Press, however, must go the credit for "building" the catalogue—planning the photography, engraving, and entire process of production, and carrying it through to a successful conclusion. That such a catalogue should be issued by a Canadian manufacturing concern at the great expense that must naturally have been entailed, is also a matter for encouragement and indicates that the business conditions consequent upon the war are not so altogether bad as some would have us believe.

EXCELLENT examples of blotter printing come from The Beaver Printery, Richmond, Que., and one of these is shown here. The original is in three colors: black, light green, and light red, making a pleasing combination. The suggestion is offered, however, that an adherence to one, or at

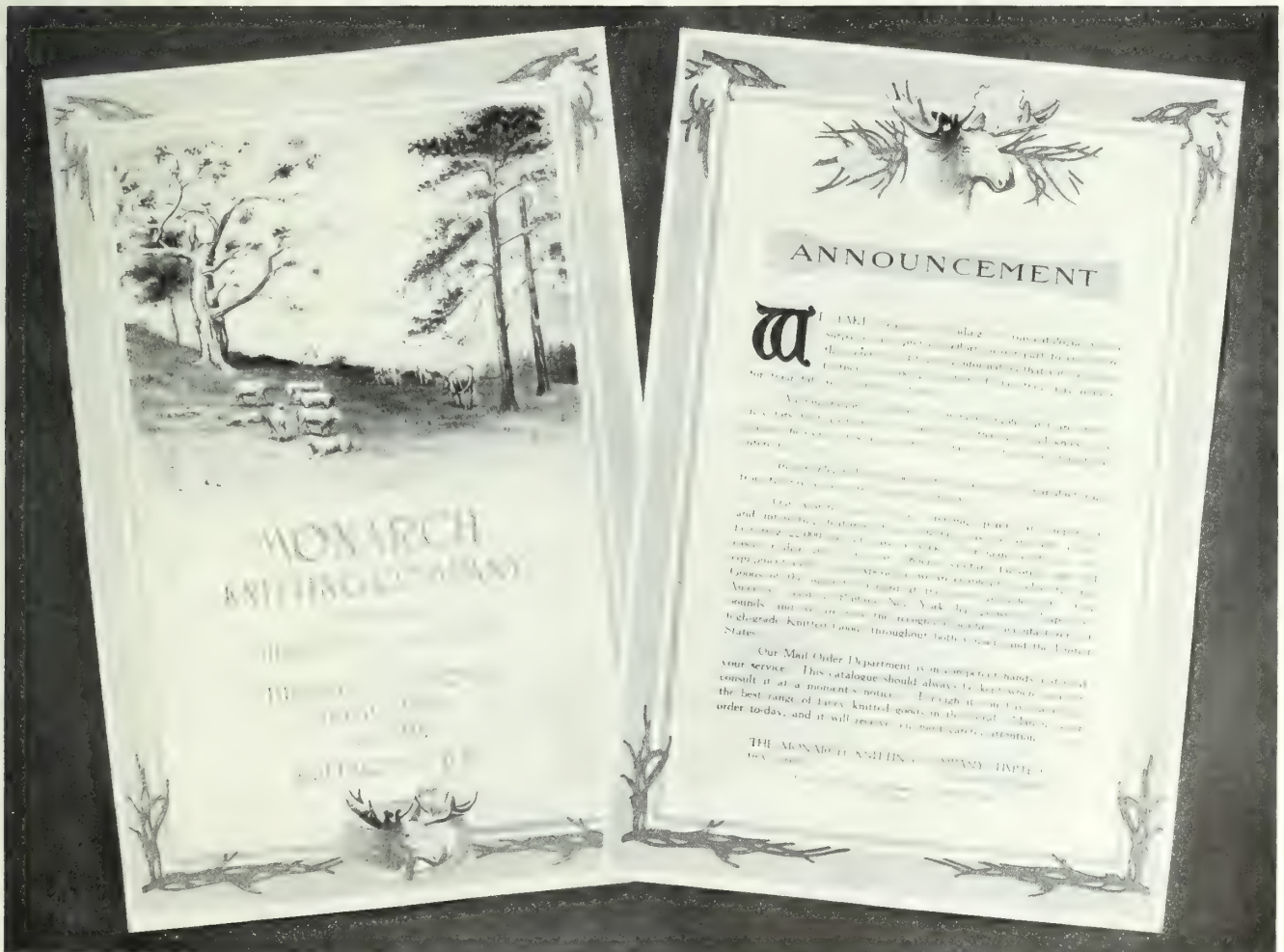


One of a series of blotters printed in three colors.

most two, type faces throughout each job, would make a decided improvement and this applies to all of the samples submitted by this firm.

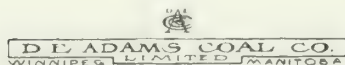


THE SPECIMENS of envelope and billhead submitted by Joseph L. Hill, with the *Citizen*, Port Colborne, Ont., are very creditable. The envelope, however, is not improved by the use of such large type nor by the rule border enclosing the lettering. Nevertheless it is well balanced as is also the billhead. As an improvement of the dodger we



Introductory Pages of Beautiful Catalogue by Southam Press, Toronto.

would suggest that the words "Business Talks on Quality Printing" be greatly subordinated, even as small as 12 pt., and the matter inside the border displayed more prominently. The margins should be even all round.



Perfect Satisfaction

for

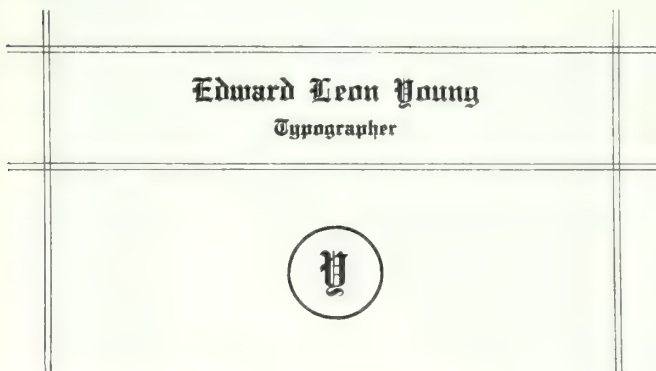
over 27
years

This Company has been doing business in Winnipeg and all through the West since 1882 and those connected with its management are thoroughly conversant with the requirements of the coal trade and the Company ever since its inception days has been improving and perfecting its organization, until today we think we stand at the apex of service giving and look with pleasure over the names on our books of a host of ever increasing satisfied patrons, some of whom have found perfect satisfaction for over 27 years.

The Apex of Service Giving

Page from attractive booklet by
Public Press, Winnipeg.

arrangement. The cover is of double thick buff with appropriate drawing printed in black, blue and orange. Similar colors are used on the interior which is printed on highly coated white. The folding and binding permit the center pages to open to double size, showing a large half-tone illustration in the upper half and map of the coal fields below. The small cuts used as page heads are in the light blue color and the hand lettering blends nicely with the beautiful Packard and Cheltenham types, as seen in the illustration.



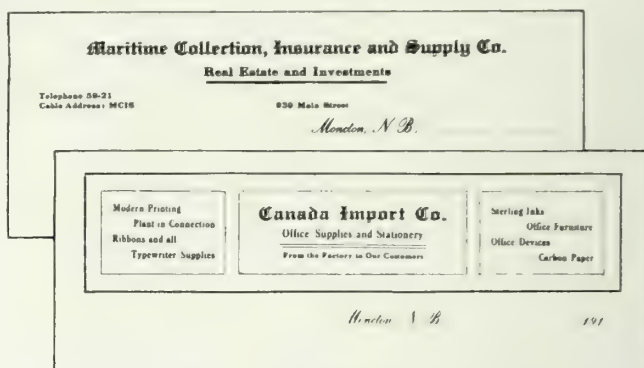
Individuality expressed in personal card from E. L. Young,
Fort George, B.C.

EDWARD LEON YOUNG, with the *Herald*, of Fort George, B.C., submits samples of envelope, note head and card, the latter reproduced here. All of these are neat examples of

the typographer's art and show a refinement and originality that is commendable. The card here shown was printed in two colors: red and black.

4P

THE TITLE PAGE for the Annual Report of Jubilee Lodge, shown here, is submitted by Thomas Wade, Sherbrooke, Que. This is open to criticism, particularly on the ground of being set in too large type, and spreading itself over the entire space. Smaller type faces, especially in the case of

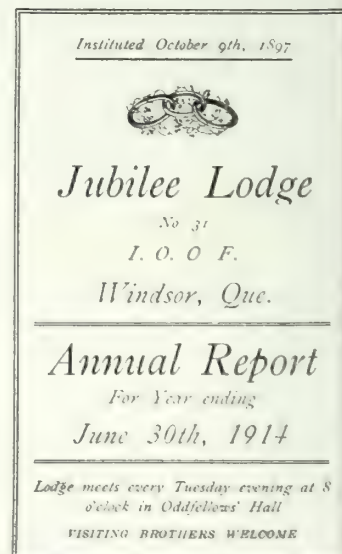


Too much rule work has detracted from good appearance of lower letterhead.

the words "Jubilee Lodge," and the proper grouping of the lines, with white space between, omitting the dividing rules altogether, would result in very great improvement of this specimen. The inside and back pages of the report are much better. In the case of the cover design for the Annual Report of Sherbrooke Hospital, also submitted by Mr. Wade, this is very good, except that the heavy ornament does not harmonize with the Della Robia type face. If a more suitable one was not at hand it would have been better to omit it altogether.

4P

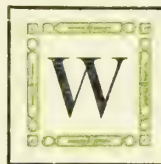
SEVERAL letterheads, a package label, and a banquet menu are acknowledged from the Malenfant-Stratton Printery, Moncton, N.B. Of the color schemes tried out on the letterheads the green and gold combination is the most pleasing. Two of the letterhead samples are reproduced here and the upper one is fairly good but the one for the Canada Import Co. is spoiled by an excess of rule work. This is true of the package label also. The letterhead in use by the printing firm themselves would be greatly improved if the rule work and other ornamentation were omitted and the various groups of wording set a little smaller and set off by white space. The name of the firm is too near the top of the sheet. The banquet menu is in French, printed on bristol in bronze blue ink and somewhat better handled than the letterheads and label, though it too, would be greatly improved by proper spacing and appropriate ornaments.



See suggestions for improvement of this Title Page.



INDIVIDUALITY



WHAT is individuality but a new way of performing old tasks? And in the practice of typography individuality is that quality which makes a piece of work stand out as distinctly different from all others. It may be expressed in an unusual grouping of the type matter, an uncommon decorative treatment, a color combination not frequently employed, the use of a stock but seldom seen, or even a combination of all of these elements. Yet the aim of the typographer is ever to secure a pleasing distinction for his work and toward this end he bends every effort. The specimens on the following pages of this insert may suggest new ways of securing individuality in everyday work. Although they are shown here in simple color treatment on white stock, many other suitable color combinations and stocks will undoubtedly present themselves.





FIFTH
ANNUAL CONCERT
MORRISBURG
GLEE CLUB



HOLLISTER'S HALL
DECEMBER 5TH, 1914

MORRISBURG GLEE CLUB

FIFTH ANNUAL CONCERT
DECEMBER 5TH, 1914



AT HOLLISTER'S HALL

ADMISSION 25c.





THE BRENLIN STUDIO
BY THE GORE, HAMILTON, ONT.

THE BRENLIN STUDIO
BY THE GORE, HAMILTON, ONT.

WHEN LOVE AND SKILL
WORK TOGETHER—EXPECT A
MASTERPIECE

RUSKIN



EVANSON & EVANSON

COLLEGE ST. AND SPADINA AVE., TORONTO



PAINTERS AND MURAL DECORATORS

THE MORRISON PRODUCE CO.
COMMISSION MERCHANTS
WELLAND
ONT.

THE ADVERTISERS PRESS

BETTER CLASS
PRINTING AND
DESIGNING, ETC.



CATALOGUE AND
BOOKLET WORK
OUR SPECIALTY

NAPANEE ONTARIO

HOW OTHER PUBLISHERS DO THINGS

Advises Retailers of Advertising Campaign

CO-OPERATION with advertisers in assisting them to back up their newspaper campaign has been tried out successfully by *La Patrie*, Montreal. A sample of one of the forms this co-operation takes is the mailing card reproduced herewith. The original is 6½x9½ inches. This

WE have pleasure in announcing to the grocery trade that the *Malcolm Condensing Company*, manufacturers of a superior grade of *condensed* and *evaporated milk* and *cream* have begun an extensive advertising campaign in

La Patrie

THE consistent stand taken by this paper on national questions affecting our people is resulting in a vastly increased circulation of an exclusive character and the advertising in "*La Patrie*" of an article of merit is bound to create an unprecedented demand. Malcolm goods are good goods and will receive good advertising in "*La Patrie*."

La Patrie Pub. Co., Limited

announcement was mailed to every responsible grocer in Montreal. "Selling Service as Well as Space" is the way *La Patrie* describes this plan. They explain that under ordinary circumstances the card would contain the address and phone number of the advertiser, but in this particular instance the goods are handled through a number of jobbers so this information was not given.

Newspapers in India.—There are 653 newspapers and 1,902 periodicals published in India, according to the most recent statistics. They are chiefly in the English, Tamil, Urdu, Gujarati, Marathi, and Bengali languages.

Must Pay for Reading Notices

WHAT IS apparently a direct outcome of the discussion on "The Abuse of Free Notices" and reported on page 61 of August **PRINTER AND PUBLISHER** is contained in the following announcement from a recent issue of *Wingham (Ont.) Times*:

PUBLISHER'S NOTICE.

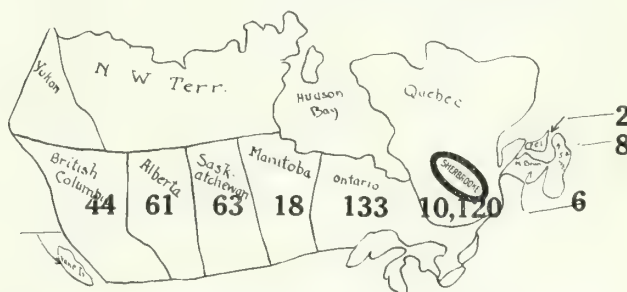
Hereafter no reading notice advertising any entertainment or anything by which money is to be made by any person or persons, will be inserted in the *Times* without charge. With the increased cost in connection with the publishing of a newspaper this step is necessary. In future the price for an insertion of such announcements will invariably be five cents per line and there will positively be no deviation from this figure.



Visualizing Circulation Distribution

MANY WAYS have been suggested and put into use for giving the public information relating to distribution of circulation, but it would be hard to find a better one from the standpoint of its advertising value than that now being used by *Sherbrooke Record* and illustrated herewith. The map is sure to get and hold the attention and the reader sees at a glance just the number of papers going to each pro-

Sherbrooke Record's Distribution of Circulation.



| | | DAILY AVERAGE | QUALITY POINTS | |
|------------------|---------------------|------------------|---|--------|
| | | First Six Months | | |
| | | 1914 | | |
| Quebec | 10,120 | | A concentrated circulation.
Covers a distinct Territory.
Covers it Thoroughly.
Covers it exclusively.
Every subscription paid in advance. | |
| Ontario | 133 | 4 January | | 10,854 |
| Manitoba | 18 | 5 February | | 10,893 |
| Saskatchewan | 63 | 6 March | 10,917 | |
| Alberta | 61 | 2 April | 10,952 | |
| British Columbia | 44 | 5 May | 10,954 | |
| Yukon | 44 | 11 June | 11,014 | |
| New Brunswick | 6 | | | |
| Nova Scotia | 8 | | | |
| P.E.I. | 2 | | | |
| United States | 548 | | | |
| Foreign | 11 | | | |
| Total | 11,014 | Daily Average | 10,930 | |
| | (June 1914 average) | | | |

The map needs no further argument to emphasize the fact that the paper's circulation is largely local.

vince and then very naturally recognizes, without the presentation of lengthy argument, that the *Record's* circulation is concentrated in and around the city of Sherbrooke. The "quality points" are summed up logically and concisely in one of the panels below the map.

C.P.A. Gives Facts re General Advertising

Review of Situation and Statement Regarding Outlook—No Hope for Immediate Return to Normal, But Situation Not Without Compensating Features

TORONTO, September 23 (Special).—Bulletin 182, issued to-day by Canadian Press Association, contains a review of the general advertising situation since the outbreak of war and a "frank and confidential statement regarding the outlook at this time." The belief is expressed that it is futile to expect a number of advertisers who suspended immediately after the war started to resume advertising in the near future, and while it is true some advertisers who are continuing will use increased space and war conditions will result in the development of some entirely new accounts, these will not likely be sufficient in volume to cause an early return to normal conditions. At the same time the general feeling among manufacturers and the public generally has considerably improved during the past month and this is attributed largely to the "Good Cheer" and "Business Opportunity" campaigns conducted by Canadian Press Association. Reports from recognized advertising agents indicate that plans are being worked out for numerous new advertisers and for old advertisers along new lines. One agent stated to the Manager that he expected to close 15 new accounts in the near future. The development along this line should result in a gradual improvement of conditions.

VOLUME OF BUSINESS SUSPENDED WAS LARGE.

According to the estimate given in Bulletin 182 of the volume of advertising placed through recognized agents, suspended as a result of war conditions, which is stated as being a conservative one, this amounted to much more than might be at first supposed. The bulletin estimates it as representing an annual expenditure of \$1,250,000. One agent stated that of his annual business of \$300,000 all but \$50,000 was suspended or cancelled. Another stated that of 42 regular clients only six remained while still another showed the Manager a list of 25 or 30 of his best clients—all large users of space—who had either cancelled or suspended their advertising. This wholesale cancellation or suspension of general advertising was largely the result of panicky conditions that prevailed immediately after the outbreak of hostilities. A portion of it, however, was due to special causes, such as the embargo on the exportation of food stuffs from the United Kingdom, curtailment of manufacturing in all the belligerent countries, consequent upon the mobilization of the army, etc.

NORMAL CONDITIONS NOT LOOKED FOR IMMEDIATELY.

Coming to the point in which publishers are vitally interested—that of whether or not the resumption of advertising and the opening of new accounts will be sufficient in volume to bring a return of normal conditions—the officers of Canadian Press Association express the opinion that present conditions do not justify a belief that there will be a return of general advertising conditions to normal in the near future, perhaps not for some considerable time. A reassuring note is struck, however, in the several references in the bulletin to the marked improvement in public sentiment that has taken place during the past few weeks. Mention is made of the fact that many manufacturers who could see and talk nothing but gloom during the greater part of August "are now endeavoring to forget and have others forget their pessimistic utterances and are hard at work seeking to take advantage of some of the trade opportunities they now see—to which their eyes were blinded a month ago." Thus the feeling of pessimism and the "hard

times" talk are not nearly so prevalent to-day as during the first few weeks of the war.

REASONS FOR SLUMP IN ADVERTISING.

One of the principal reasons that prompts the C. P. A. officers to express the opinion that conditions will not return to normal in the near future is that the war occurred at a time when it caused the holding up of many contracts from new advertisers whose copy, under normal conditions, would have commenced during August or the early part of September. It is pointed out in the bulletin that every year there are a certain number of "casualties"—advertisers who through lack of staying power or for other reasons discontinue their advertising. Their places are usually taken, however, by new advertisers who commence using space for the first time. It is not believed that the "casualty crop" was much, if any larger this year than former years, but, as stated above, there have not been the usual number of new accounts to replace them.

In addition to this there are several classes of advertisers whose advertising as a whole will be below normal for some time. These consist of manufacturers, who, through the cutting off of foreign imports, are assured of all the business they can handle; other manufacturers whose supply of raw material has been considerably affected; and a third class composed of concerns who have been seriously affected by the financial stringency and are retrenching in every possible way. There are, of course, sound answers to all of these objections and logical reasons that might be advanced for the continuance of advertising and these should be driven home by advertising men at every opportunity, but it is too much to hope that it will be possible to convince in every instance and some permanent losses will result from the causes mentioned.

Ocean steamship advertising and the advertising of articles manufactured solely in the countries in Europe in which war is being waged will also suffer considerable reduction in volume while the war lasts.

REDEEMING FEATURES OF THE SITUATION.

While adhering to the opinion that for some time to come the losses will exceed the gains the bulletin refers to some hopeful aspects of the situation which indicate that there will be gains in some classes of advertising that will make up in part for the losses that have already occurred and must be expected to continue. In this connection the bulletin says:—

"The industrial conditions created in Canada by the war in Europe will result in the birth of many new advertisers. The regular trade channels are being altered. Many articles that have been imported from Germany and other countries in the area of war will be made in Canada. Many manufacturers of these articles, recognizing that advertising is the shortest route connecting supply and demand, will use advertising to create good will and demand for their new products. Other manufacturers who have been making articles in Canada in competition with the manufacturers of Germany and other belligerent countries, but have not been advertisers, will utilize the present opportunity to secure advantage over their former competitors by more aggressive efforts in their sales department and towards that end they will now use advertising.

"The withdrawal from the newspapers of the advertisements of many regular Canadian advertisers will afford an opportunity for competing concerns to create demand for their product at a smaller advertising expenditure than would be possible under normal conditions. It is likely this condition will result in a number of new accounts.

"The need of creating new demands to replace former

demands that have been cut off by the war will induce many other Canadian manufacturers to become advertisers. A cotton manufacturing concern which has done practically nothing in the way of advertising is considering a \$20,000 campaign, designed to popularize new uses for cotton. A manufacturer of ladies' dress trimmings is likely to use advertising for the first time to create a demand for dress trimmings as a substitute for the new dress that would have been purchased under normal conditions."

Reference is made also to a campaign of a special nature involving the expenditure of \$25,000 during the three months commencing October 1. This, it is stated, is a direct outcome of a suggestion from Canadian Press Association and the campaign is of such a nature that it is expected several other campaigns will follow in its wake. With regard to the falling off of general advertising from the United States the bulletin expresses the view that this condition is merely temporary and that United States advertisers are realizing the exceptional value of the Canadian market at this time, so that the ultimate effect of the war will be to increase rather than diminish the volume of advertising from this source. As an evidence in support of this opinion it is stated that one United States manufacturer of foodstuffs has recently made a very large appropriation for advertising in Canada, and other United States manufacturers are now considering for the first time, a Canadian advertising campaign.

NEED FOR HIGHER SUBSCRIPTION RATES EMPHASIZED.

The concluding paragraphs of the bulletin are devoted to a discussion of newspaper subscription rates, raising the point as to whether the press of Canada has not been in the past too largely dependent upon advertising for its revenue. It is pointed out that the demands upon the newspapers by the public are greater now than at any time in the past, the newspapers' cable and telegraph tolls are away up—yet in many cases the income from circulation is barely enough to cover the cost of white paper and in no case does it form a large proportion of the total revenue. The argument is advanced that inasmuch as the subscriber receives exceptional value for the money spent for newspapers at the present time it might be well for newspapers to take up in their columns the matter of increasing subscription rates, with a view to putting such an increase into effect if the present conditions continue for any consider-

able length of time. "There is an element of danger," says the bulletin, "in a condition which makes the press dependent upon relatively few for so large a proportion of operating expenses—not to mention profit—as is now derived from the advertisers."



C. P. A. Keeping Up Strong Campaign

TEN ADDITIONAL "Business Opportunity" advertisements have been brought out by Canadian Press Association, the release dates running from September 21 to October 2. Typical examples of this series are reproduced in reduced size on this page. A perusal of the subject matter of the three reproduced here will give a very fair idea of the sound logic and inspiring atmosphere that characterizes each of the ads. in the series.

Copy sheet No. 2 in the "Optimistic News Articles" Series was issued concurrently with the display advertisements above referred to and contained seven pieces of copy, covering dates from September 21 to 28. The strong feature of these articles is that they are exactly what they purport to be, viz., truthful statements of facts regarding Canadian industries whose business has been favorably affected as a result of the war. The matter they contain is extremely informative and convincing and there is no doubt that they are a considerable factor in moulding the saner and more optimistic sentiment that is becoming daily more evident among Canadian manufacturers and other business men, and the public generally.



Results of Advertisement Setting Contest Next Month

ENTRIES for PRINTER AND PUBLISHER's annual Advertisement Setting Contest closed on September 21 and at time of going to press complete sets of the entries were in the hands of the judges. The names of the successful contestants, together with reproductions of the first seven advertisements will be published in the November issue.

"Lest We Forget"

WE need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with." Out of sight is apt to be out of mind.

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm. "The present suitor hath ever the advantage over the absent lover."

A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising on the grounds of economy. It is poor business vision which fails to see the principal feeder of business; and fatal judgment which cuts it off or interrupts its flow. From the sales department the department of revenue, which may be warranted, but they had better be effected in any other department than in the sales department. The department of revenue, any course, which shows your customer back from you or hides you from your customer is ruinous. The man with the money needs to be constantly sought. Advertising is the great discoverer of new customers, the great retainers of old ones.

If you forget the public, the public will forget you

Occupying a Trade Vacuum

THE withdrawal from the Canadian market of much merchandise that prior to the war came from Continental Europe left, as it were, a trade vacuum, and a vacuum is abhorrent alike to Nature and to business.

The ceaseless effort on the part of business to expand itself has already led many a Canadian manufacturer to attempt to fill the void caused by the stoppage of imports from the countries at war.

The spinners and weavers of cotton are finding new and surprising uses for cotton as a substitute for jute. Manufacturers of electrical equipment are fast finding substitutes for materials and parts hitherto obtained from abroad. The growing of sugar beets and the making of beet sugar will be stimulated in Canada as a consequence of war. Yarns, hosiery, underwear, gloves, and garments for women and children, afloat imported, will now be produced in Canada. And so one could go on and on in illustrating the triumph of human energy and genius over disabilities and disorders.

Watch the advertising columns of the public press for proofs that Canadian manufacturers are making efforts to fill the trade vacuum.

Careful, Cautious and Canny

IN Canada it was all right for manufacturers to pause when the tumult and confusion of war shook the ground beneath their feet and unsteady them. But it is not all right for Canadian manufacturers to go into temporary or permanent hiding at this time of national necessity and opportunity. On the contrary, it is time for a broad forward movement.

The man who shrinks from battle, even though the forces opposed may appear overwhelming, takes away from the strength of his comrades. If he deserts, due punishment is meted out to him. Winning or losing, battle-time calls for men who will fight until overthrown or slain. The careful, cautious, and canny man, manufacturer, wholesaler, or retailer never rises to be a great merchant.

When the war is over, the honored and rewarded men among soldiers and merchants will be those who never faltered, who kept their face to the foe, and who fought dauntlessly to the very end.

The valiant-hearted business men of Canada, retailers, wholesalers and manufacturers are advertising NOW

Three of the New Advertisements in the C.P.A. "Business Opportunity" Series.

Manufacturers' Launch Co-Operative Campaign

AN EXPENDITURE of \$25,000 in a three months' advertising campaign in Canadian newspapers covering practically the whole of Canada represents the immediate part the manufacturers of Canada, through the Canadian Manufacturers' Association, will take in arousing manufacturers in this country to the possibilities awaiting them through the shutting off of imports from Continental Europe, and in further popularizing "Made in Canada" goods. Contracts have already gone out, through one of the recognized advertising agencies, and copy will be sent out in time to commence insertions October 1.

This campaign is of immense interest to the newspapers of Canada, not only because of the large expenditure immediately involved, but more particularly because of the beneficial results that are certain to follow in its wake. These results, it is believed, will be chiefly felt in the creation of new accounts and the arousing of advertisers who discontinued using space when the war started to resume their advertising. The very fact that the manufacturers of Canada are spending this large sum of money in the newspapers of Canada in this way will provide the strongest possible talking point for advertising salesmen to present to prospective advertisers. The advertising agencies also will undoubtedly make full use of the arguments which present themselves.

As a co-operative campaign the outlay to be made by the manufacturers of Canada is significant also. It is in a sense following up the splendid preparatory work that has already been done by Canadian Press Association and it is understood the two Associations have been working hand in hand with a view to realizing the maximum benefit from the whole movement.



Patriotic War Time Literature

WHAT MAY be properly called "Patriotic War Time Literature" has been issued to a considerable extent by job printing houses, newspapers and supply firms during the past month. This is an excellent movement and will do much to restore business conditions to normal. The distribution of such literature among business men will influence them to practice as well as preach the now popular motto: "Business as Usual." This motto, by the way, was issued as an attractive wall hanger by R. G. McLean Limited, Toronto. Printed in blue and red on a white card and with the crossed union jack and Canadian ensign worked into the border it constituted a very neat wall card.

The same firm issued a booklet entitled "A Little Book with Big Messages," containing in reduced size a number of the advertisements used in the "Good Cheer" and "Business Opportunity" Campaigns now being conducted by Canadian Press Association in the newspapers. The last four pages in this novel little booklet were devoted to a clear cut message from the printing firm giving reasons for publishing the advertisements in that form and some particulars regarding the service and cost of printing to be had at the McLean establishment. A number of the same advertisements were utilized by the Canada Paper Co. Limited, Toronto, in a small booklet advertising their Fibrestoc line of cover papers. One of the same ads. came to hand in the form of a blotter issued by the *Times-Journal* of Fort William, Ont.

A very natty two color wall hanger that was in evidence at many of the booths at the Canadian National Exhibition, Toronto, bore the imprint of the "The Strathmore Press, Makers of Business Getting Printing, 206 Simcoe St., Toronto." Its "big" message was "Be Patriotic—Talk Business—Not War."

Southam Press, Toronto, and Montreal, has been continuing its campaign in the form of war bulletins during the past month. These were referred to in our last issue and one of them was reproduced. No. 3, which came to hand recently, tells the story of a Torontonians who returned from London, impressed with the manner in which business men in England were calmly and courageously facing the war situation. This man said the contrast between London and Canada in this respect did not reflect at all favorably on this country, especially when it was considered that London is on the very fringe of the war zone while we in this country are far removed from the scene of actual hostilities.

In lighter vein comes a blotter from Public Press Limited, Winnipeg. Nevertheless its message is cheering and is not calculated to be pleasant reading for pessimists. Here it is:—

"When the whole blamed world seems gone to pot
And business is on the bum,
A two cent grin and a lifted chin
Helps some, my boy, helps some."



Canadian Courier, Toronto, to Enter Daily Field

INFORMATION comes from a reliable source that *Canadian Courier*, the Toronto illustrated weekly, intends commencing the publication of a daily edition to be known as *The Daily Courier* some time during October, probably toward the end of the month. It will not be a newspaper in the ordinary sense of the word but will make a strong feature of an illustrated section, modeled after the *Daily Sphere* and *Daily Graphic*, of London, England. It will probably contain 12 pages of smaller size than the average daily and will sell for two cents. PRINTER AND PUBLISHER understands that already sufficient advertising has been contracted for or definitely promised to ensure the publication of the new Toronto daily. Although the decision to commence publication of the paper at this time is a direct outgrowth of war conditions it is being started with the intention of making it a fixture in the Toronto newspaper field. It will not supersede *The Canadian Courier*, which will be issued every Saturday as heretofore. As to securing news service this, as well as many other details, has not been settled, but it is probable that either a partial news service will be obtained from Canadian Press Limited, or, failing that, arrangements made for special wires. In any case this is not an all important factor in the publication of the paper as there is no intention on the part of the publishers to enter into competition with the orthodox dailies, but rather to create a new field by means of the daily illustrated supplement. Time of publication will probably be noon. Full particulars as to details of arrangements, personnel of staff, etc., will be announced later.



Imperial Press Conference Postponed

OWING TO the great European war and the consequently unsettled outlook throughout the British Empire, and indeed the whole world, it has been practically decided that the Imperial Press Conference which was to have been held in Canada next year be indefinitely postponed. Sir John Willison, chairman of the committee in charge of arrangements for the conference, stated to PRINTER AND PUBLISHER that he had been in communication with the Empire Press Union in London and had also consulted a number of members of the Canadian Committee and all agreed that it will be impossible to hold an Imperial Press Conference in 1915.

Start a Home Town Loyalty Campaign Now

Going the Mail Order Houses One Better—Stimulate Local Retail Advertising—Read How to Do It

THE CAMPAIGN to stimulate local advertising announced in *PRINTER AND PUBLISHER* last month has been taken up by quite a number of weekly and small daily papers, it is believed with good results, though it is too soon yet to make definite announcement. It is hoped to do this next month.

The principal feature of this campaign is the use of the small flag emblems which decorate this page. The design was specially drawn for *PRINTER AND PUBLISHER* and for the convenience of newspapers desiring to make use of any number of these cuts in their advertising columns, ar-



Electro of Flag Emblem 15c each, postpaid.

rangements have been made to supply them at the rate of 15 cents each, postage or express paid. Cash must accompany order. The reason we are in a position to offer these cuts at such a low rate is that we are having them made in quantities, several on a plate at once, so we cannot give any further reduction for quantities. They are 15 cents whether you order one or one hundred. It might be well to mention also, what we are sure most of our readers will realize already, that we are not at all interested in the sale of these cuts—they are merely incidental to the campaign. In fact our mechanical superintendent told us we were losing money on the sale of them but we replied that we would rather charge any deficit to editorial expenses than raise the price.

The success of the campaign itself is what we are interested in more than anything else. We firmly believe that there is more local advertising to be had in every small city and town in Canada and it can be secured by right methods, persistently applied. If you, Mr. Publisher, are absolutely satisfied that you already have all the local advertising accounts there are to be had and all your advertisers are using regularly as large space as you think they should then you will not be interested in our plan for securing more business. But we know you do not really think any of these things so here is the plan again—you should read about it in last month's issue as well.

FIRST.—Assist your advertisers in the writing of their copy. Write it for them if necessary. In any case give them all the co-operation along this line they need that you possibly can give them. Study their selling problems. Find out for yourself if the man who insists that he isn't getting results from advertising in your paper is backing up such advertising with good goods and service. Perhaps there is room for improvement along this line. But point out to him again and again that what you are most anxious about is to present his message in the best possible language and dress to your readers. Your interest in this part of his selling program should inspire him to put forth greater effort to serve and hold every customer the advertising in your paper brings to his store. Last month we printed a four page insert containing copy for dealers in various lines. The advertisements were written by expert copy writers and displayed in the most approved fashion. Did

you try selling that copy to local advertisers? It was worth trying. You may be agreeably surprised if you do to find that your most apparently hopeless non-advertiser has been waiting for you to give him just that kind of help. If you have a hard prospect you have been trying to get in the paper for a long time set up one of the advertisements from our last issue—the one suited to your prospect's business—and insert his name at the bottom and sell it to him. Don't be satisfied with just showing it to him—sell it.

SECOND.—Appropriate to your own business the spirit of loyalty that is so prevalent at present by introducing the flag emblems bearing the words: "Be Loyal to Your Own Community," to your readers and advertisers. Make them the feature of every ad. in your paper if possible. This will help to counteract the injury which the mail order houses are doing to the business of your community—to your business and that of your advertisers. Every one of these cuts that appear in your paper will convey the message to your readers—your advertisers' customers—that every dollar they spend outside their own community helps to build up some other place in which they have no stake or interest, and that in helping to build up some other community they hold back their own.

One paper wired us when the announcement appeared last month and said: "Send thirteen flag cuts right away—money following." Other orders came in for quantities ranging from 2 to 20 and they are still coming. We have been encouraged by the response to what we believe to be a perfectly practical and certainly profitable plan but we are not satisfied. There are hundreds of other newspapers in Canada which could use these cuts to the mutual advantage of themselves and their advertisers and we urge upon them the importance of giving the plan their most serious consideration. It is inexpensive to try, at any rate, and cannot fail to be productive of some good. *PRINTER AND PUBLISHER* is anxious to serve its newspaper readers in a practical way and by acting upon this suggestion we believe readers who are publishers of newspapers will get the value of their subscription many times over. Why not decide to try it to-day?

Ask Them About the Loyalty Campaign

As reports could not be received from papers introducing the flag emblems to their advertisers in time for publication in this issue of *PRINTER AND PUBLISHER* the editor takes the liberty of suggesting that any publisher interested write direct for information to any of the papers mentioned



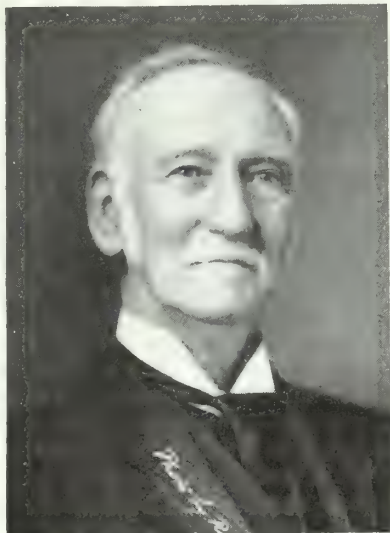
Electro of Flag Emblem 15c each, postpaid.

in the list of papers that have ordered flag cuts up to time of going to press. The following is the list: Diamond Press, 81 Arthur street, Toronto; *News-Record*, Clinton, Ont.; *Union-Advocate*, Newcastle, N.B.; *News*, Campbellford, Ont.; *Independent*, Stettler, Alta.; *Leader*, Cowichan, B.C.; *Enterprise*, Melita, Man.; *Guide-Advocate*, Watford, Ont.; *News*, Vernon, B.C.; *Observer*, Sarnia, Ont.; *Times*, Brockville, Ont.

HAPPENINGS OF THE MONTH

Among the Job Offices

R. H. Constable, an excellent portrait of whom is shown herewith, is probably one of the oldest job printers in Ontario, if not indeed in the Dominion. Mr. Constable has reached the three score year and ten mark and then gone on past for another ten years and is still hale and hearty. He was a visitor to Stratford during the recent Old Boys' Reunion held in that city. Mr. Constable spent five years in Stratford 1855-1860 during which time he managed T. M. Daly's newspaper, the *Examiner*, but had not re-visited the scene of his labors since he moved from there 55 years ago. He expressed great surprise at the growth of the city and thoroughly enjoyed his visit. Some time after he left



R. H. CONSTABLE
80 years old, but still active in the job printing business at Woodstock, Ont.

Stratford in 1860 he opened up a job printing establishment in Ingersoll, where he had the misfortune to lose everything in a disastrous fire. He has also been connected with several other Western Ontario newspapers at various times, but for some years past has been in the job printing business for himself at 484 Dundas Street, Woodstock.

Isbister & Wilkes, Hamilton, have dissolved partnership, J. H. Isbister will continue the business.

The members of Vancouver Typographical Union held a most enjoyable basket picnic at West Vancouver late in August. A fishing contest, ball game and novelty races were among the chief events.

George D. Batchelor, who has been connected with the job department of Calgary *Albertan* for some time past has left with wife and family for Australia, where he will install cost systems for printing firms.

The partnership of Thos. McLeod and Fred Hillstrom, proprietors of the Art Press at Weyburn, Sask., has been dissolved. Mr. Hillstrom has sold out his interests to M. McLeod, and has come to reside in Minneapolis.

Business conditions in Winnipeg are still in an unsettled state and the printers are not at all busy. To take care of the unemployed in the trade it has been decided to work short hours, thereby preventing further laying off of men and giving employment to some now out of work.

Edmonton printing firms are now negotiating with the unions for new agreements. It is probable that in view of existing conditions the old agreements will be signed up again for three years. There is perfect harmony between the offices included in the membership of Edmonton Master Printers' Association and the unions.

Montreal Typographical Union, on Saturday, September 12, passed a resolution forbidding any member to work more than forty hours a week, the idea being that the employment available should be spread over as much as possible. There are a good many compositors out of work in Montreal who it is expected will benefit by this arrangement.

Many friends will regret to learn of the death of James J. Tole, for many years engaged in the job printing business in Prince William Street, St. John, N.B. He conducted an establishment under his own name and was quite successful. His death occurred September 12. He was an active member of the C.M.B.A., being Secretary of one of the local branches.

Publishing and Printing Co. of Canada, Limited, has been granted a charter. The head offices of the company are in Montreal, and the capital stock is \$300,000. The concern is empowered to carry on business generally as printers, publishers and engravers, as well as paper makers, envelope, paper bag and box makers. Among the incorporators are Leon Charlebois, E. T. Sayers, Felix Barriere, A. E. Balfry, and H. L. Moreau, all of Montreal.

The George A. Ward Press, Ltd., Brantford, has been taken over by W. H. Johnson, and will be known in future as the W. H. Johnson Press. Mr. Johnson has been superintendent of the Brantford *Courier* for nearly two years past, and prior to that was for three years in the same position with the Hurley Printing Co., Brantford. The plant, which is situated at 43 Colborne St., was newly installed not very long ago, and with it Mr. Johnson will no doubt find scope for further demonstrating his recognized ability and experience.

Twenty-five employees of the Stovel Co., Winnipeg, attached to city regiments, have volunteered and been accepted for foreign service. A mass meeting of employees was held recently at which it was unanimously agreed to make a weekly assessment from the pay envelope of every member of the staff. The money will be held in trust and dispensed systematically to dependents of those who have gone to the front by a committee of the Stovel Mutual Club. This commendable action on the part of the Stovel staff resulted in a very considerable sum being guaranteed.



With the Newspapers

GENERAL.

James Gordon Bennett, proprietor of New York *Herald*, was married in Paris, France, to Baroness George de Reuter, the American widow of Baron George de Reuter, the younger brother of Herbert de Reuter, head of the London news agency. Mr. Bennett is 73 years old and was never married before.

Charles Hanbury-Williams of the Parliamentary Press Gallery has been appointed in charge of the official press service of the Militia Department. He is a brother of Sir John Hanbury-Williams, who was for some years military secretary to the Governor-General. Every male member of the Hanbury-Williams family is doing duty in connection with either the army or navy.

Early in September the Dominion Government issued an official statement counselling secrecy on the part of newspapers in regard to the movement of troops and departure of vessels. The statement is as follows:

"It is essential that no reports should be published in the press giving information as to the sailing of vessels from Canadian

perts or as to the movements of Canadian forces. The publication of such information is not only undesirable, but dangerous, and might result in serious loss of both life and property. A strong intimation as to the importance of silence on the subject has been received from the Imperial authorities. If the press fail to comply with this official request prompt and effective steps will be taken to enforce its observance."

NEWFOUNDLAND.

The editors of all Newfoundland papers have been appointed members of the Patriotic Committee, organized at St. John recently. Sir Walter Davidson, Governor of Newfoundland, is chairman.

Foreign advertising in Newfoundland newspapers is holding up fairly well, despite war conditions, and already some new contracts have been made before the expiration of old ones, a few at advanced rates. Local advertising is also making a good showing, some old advertisers increasing their space. There appears to be a decided tendency to abandon bill-board advertising and use space in newspapers instead.

MARITIME PROVINCES.

Windsor (N.S.) *Journal* is conducting a subscription campaign, offering a kitchen set as a premium.

Moncton *Times* raised a popular subscription fund to purchase silk flags for the 19th Field Battery.

A. D. Merkel, editor Halifax *Echo*, was married on September 10, to Miss Florence Sutherland, of Halifax.

A. J. Ingram, of Moncton *Transcript's* Job Department, has gone to the front with the 19th Field Battery.

A new weekly newspaper has been started in Sussex, N.B., called "The Sussex News and King's County Advocate."

J. Birson, formerly with D. N. Brodie, Glace Bay, has moved to Lunenburg, and assumed charge of the *Daily News* office there.

The Union Advocate, of Newcastle, N.B., has been publishing a four-page, four-column daily bulletin since the outbreak of the war. It is sold at two cents.

L'Evangeline, the French weekly published at Moncton, has moved into new premises on Westmoreland Street. A. Gaudet has succeeded D. Gillis as foreman.

The staff of Halifax *Herald* were the first in the province to contribute voluntarily one day's pay a month to the Patriotic Fund. This will aggregate \$250 monthly.

The *News* is the name of a new paper published at Sydney Mines, N.S. It is a four-page paper at present, but will be enlarged in the course of a few weeks.

Sydney *Record* closed a campaign recently and reports 2,800 new subscriptions as a result, notwithstanding "war conditions" during the last three weeks of the campaign.

Joseph J. Donovan, of St. John *Globe* writing staff, has left for St. Mary's, North-east Pennsylvania, where he will enter upon his studies in the priesthood of the Redemptorist order.

Friends of O. L. Barbour, city editor of St. John *Daily Telegraph*, will be pleased to learn that he has greatly improved in health. He has returned to his duties after a two months' vacation.

Daniel Heywood, of the St. John *Standard* printing staff, has joined the Corps of Guides, and is in camp at Valcartier. Mr. Heywood has had an enviable career in the militia in the Old Country.

Following a decision of the Executive to that effect, this year's annual meeting of the Maritime Provinces' Division of Canadian Press Association, which was to have been held at Charlottetown, has been postponed indefinitely.

The publishers of New Glasgow *Chronicle* are now issuing a daily from the same office, calling it the *Daily Journal*. The *Chronicle*, which has been in existence now for over seventy years will retain its identity and will be issued as usual.

The *Tribune* Publishing Co., Windsor, have erected a handsome brick building to which they will soon move their plant. It is one of the finest homes of any of the weekly papers in the province of Nova Scotia. They will shortly install a Paragon Cottrell Press and Folder.

C. W. Clark, city editor of Fredericton *Daily Mail* has gone with the expeditionary force. He is a lieutenant in the 71st regiment. Theodore R. McNally, a former editor of the same paper, gave up his position on the editorial staff of New York *Times* in order to return and join his regiment. He also is a lieutenant in the 71st, and went with the foreign contingent.

Many members of the "fourth estate" from various parts of New Brunswick were in St. John the week of September 7 for the Exhibition. St. John was the only city in the Maritime Provinces that held a big fair this year, and despite advices against it the Exhibition met with considerable success. The newspapers aided in greatly "boosting" the event, giving hearty co-operation to the efforts of Richard O'Brien, president of the Exhibition Association, and H. A. Porter, manager. Mr. O'Brien is managing director of the St. John *Globe* Publishing Co.

Halifax *Herald* is contributing something more than editorial comment to the armies of the allies. No less than seven members

of its staff have been called to active service. They are Lieut. Wm. H. Dennis, 63rd Regiment, business manager; Lieut. Eric R. Dennis, 63rd Regiment, member of business staff; Lieut. Dwyer, 63rd Regiment, sporting editor; Quarter-Master Sgt. Mills, R.G.A., circulation manager; Col. Sgt. Ridgeway, chief mailing clerk; Sgt. Connolly, staff contributor; Rifleman Puplett, mechanical department. This is a pretty good showing for one newspaper office and indicates that the *Herald* is maintaining the war-like spirit for which it has always been noted.

QUEBEC.

Leslie H. Christie has left the reporting staff of Montreal *Herald and Telegraph*.

Irwin Johnston, Financial Editor of Montreal *Herald and Telegraph*, is organizing a machine battery for presentation to the Government.

Roy L. Campbell, B.A., B.Sc.F., Editor of *Canadian Pulp and Paper Magazine*, Montreal, was married on September 9 to Miss Helen Russell, B.A., of St. Mary's.

Captain J. Reid, R.E. (T.) Military Editor of Montreal *Herald and Telegraph*, left September 14 for the war. Before leaving he was the recipient of a handsome gold wrist watch as a presentation from the staff.

John MacFarlane, of the advertising staff of Montreal *La Presse*, died at his residence at Montreal on September 7, aged 58. Mr. MacFarlane was a poet of unusual fidelity and tenderness, writing under the pseudonym "John Arberry."

W. C. Languedoc, K.C., for the past eight years editor-in-chief of the Quebec Law Reports, died on August 29, at the Royal Victoria Hospital, Montreal, from pneumonia. Mr. Languedoc was born in Montreal and was in his 68th year.

A recently completed audit of the circulation figures of Montreal *Daily Mail* and *The Evening News* shows the combined circulation of these two papers for the month of August was 54,648, exclusive of war extras. The *News* is not yet four months old and the *Mail* will be a year old on the eighth of October.

ONTARIO.

Toronto *Star* conducted a "Dollar Day" on August 28.

Saturday, August 29, was "Dollar Day" in Collingwood, and also in St. Thomas.

John A. Auld, editor of Amherstburg *Echo*, was a visitor to Sault Ste. Marie recently.

Desmond Morris, son of Sheriff Morris, is now doing the news work for the Pembroke *Standard*.

Toronto *Star* and Toronto *News* have both announced an increase in outside subscription rates from \$1.50 to \$2.00.

W. E. Smallfield, Renfrew *Mercury*, was a visitor to Stratford, Ingersoll and other Western Ontario cities recently.

Toronto *World* offers "Larned's History of the World," in five volumes, in exchange for coupons and \$1.98 expense amount.

John Blackburn, who has been foreman of *Uxbridge Journal* for some time, is now with Peterboro' *Review* in the capacity of reporter.

L. G. Jackson, proprietor of Newmarket *Era*, returned recently from a trip to Western Canada. He was accompanied by Mrs. Jackson.

The *Stirling Leader* made its initial appearance on September 3. S. Bennett, formerly with the Marmora *Herald*, is the editor and publisher.

A meeting of the Essex and Kent Counties Press Association will probably be held early in October. The date has not yet been definitely announced.

Captain B. Douglas R. Eppes of The Toronto *World* staff and commissioned with the 36th Regiment has joined the Canadian troops at Valcartier.

J. C. Kirkwood, well known in advertising circles, has commenced practice as publicity and merchandising counsel, at 572 Huron St., Toronto.

The directors of *Cotton's Weekly*, the Socialistic paper published at Cowansville, Que., are considering moving the paper to Ontario, probably to Port Arthur.

J. A. MacDonald, editor Toronto *Globe*, was the speaker at a recent Sunday mass meeting held at Atlanta, Georgia. His subject was "Christ and the Republic."

St. Marys *Journal* has a telegraphic war news service for bulletining only and the service is very much appreciated by the public. War pictures are also featured.

E. F. Stephenson, editor of New Liskeard *Speaker*, carried off first prize in the field crops contest at the exhibition for a plot of Temiskaming oats grown on his farm near New Liskeard.

Maurice Arby, political editor of *Le Temps*, of Ottawa, has gone home to join the French infantry, in which he is a lieutenant. Mr. Arby was also a consular representative at the Canadian capital.

Thomas W. Sims, editor and proprietor of the West Lorne *Sun*, has purchased the Rodney *Mercury* from Sim Bros. Mr. Sims now controls the newspapers at *Highgate, Rodney* and *West Lorne*.

W. J. Styles (Will Lee) who for the last three years has done the editorial and news work on the *Morrisburg Herald*, has returned to the desk he formerly held in *The Mercury* Office, Renfrew.

George E. Pearson, associate editor of *Hardware and Metal*, Toronto, one of the MacLean Publishing Co.'s trade newspapers, has gone to the front with No. 1 Company, the Princess Patricia Light Infantry.

Ben Hughes, editor of *Cobalt Daily Nugget*, narrowly escaped losing an arm by having it caught while rising to the surface in one of the mines. As it was he got away with a badly bruised and very sore member.

Captain Bingay, officer commanding the first expeditionary force to leave Port Arthur, was presented with an address and purse of gold by his associates on the staff of Port Arthur *Chronicle*, where he has held the position of news editor.

The personnel of the Workmen's Compensation Commission has been announced by the Ontario Government. The vice-chairman is Alexander Whyte Wright, who in his younger days was connected as editor with *Quebec Herald*, *Orangeville Sun*, *Stratford Herald*, and other papers.

A very successful "Dollar Day" was conducted in Owen Sound on August 27. 340 people came in on an excursion from surrounding towns, besides hundreds who drove in from rural districts. The merchants were highly pleased with the result and the day was satisfactory in every respect.

Claude A. Pascoe, a member of the staff of the *Toronto Star*, has joined the French army. Mr. Pascoe has served his time in the British navy, his father holds a commission as admiral in the navy at the present time, and his family has been identified with Britain's sea wars for generations.

Alvinston *Free Press* has again changed hands. J. W. Kedwell, who has been publishing the paper for the past two years has sold to Harold Ketch, son of the former proprietor. The transfer took place September 1. Mr. Kedwell has not yet decided what he will do in the future.

The annual bowling match between teams representing the Toronto newspapers was held on the grounds of R. L. Patterson at Todmorden on Saturday afternoon, September 12. The handsome loving cup donated by Mr. Patterson was carried off by the *Globe* team after an interesting contest.

K. S. Fenwick has left the Gagnier Advertising Service, Toronto, to become director of the service department of *Everywoman's World*, Toronto. Mr. Fenwick was formerly advertising manager of the Paquet Department Store, Quebec, and also Publicity Commissioner for the City of Quebec.

Berlin *Telegraph* issued a very creditable special number, calling it "The Waterloo County Outlook Edition." It consisted of 64 pages and cover in magazine form and contained a comprehensive review of the history down to date of this pioneer inland district. The County Council used 1,500 copies for advertising purposes.

The Ontario Reformer, published at Oshawa by Charles M. Mundy, is now being published from its new building, which is said by some who have seen it to be the finest laid out printing building of its size in Canada. A new Miehle press, linotype, all new dust-proof cabinets, and individual motors have been installed.

Pictou *Gazette* is conducting a six-weeks' voting contest, the prizes being a \$400 piano, \$150 Grafonola, \$85 dining-room set and \$56 silver tea set. Each contestant who fails to win a prize will receive 10 per cent. commission of the money she collects during the campaign. Present indications are that the contest will be quite successful.

The *Stratford Daily Beacon* carried a full page advertisement on September 21 signed by 42 local merchants who, "as loyal Canadians, promise to carry on their business with the least margin of profit possible." The whole advertisement was very well gotten up and probably resulted in getting some advertisers in the paper whose names seldom appear.

Colonel J. B. MacLean, President of the MacLean Publishing Co., Limited, Toronto, proprietors of **PRINTER AND PUBLISHER** and a number of other trade and technical newspapers, returned from a two months' trip to England and the Continent on September 24. Colonel MacLean got out of Germany in the nick of time, leaving Berlin for London a day or so before the formal declaration of war.

The MacLean Publishing Co., Limited, Toronto, moved into their new building early in September. It is connected with the old one by steel and glass galleries and provides the firm with more than double the floor space available in the old building. The new building is being used principally for editorial and business departments, while the old one will be devoted entirely to the mechanical departments in accordance with the plan under which it was originally constructed.

The regular semi-annual meeting of the Midland Press Association will be held in *The Post Building*, Lindsay, on Friday, October 9. There will be two sessions, commencing at 11 a.m. and 2 p.m. respectively. Every master printer or publisher within the counties of Peterborough, Victoria, Ontario, Northumberland and

Durham is cordially invited to be present. Both sessions will be crammed full of interesting and helpful discussions and the practical information which those who attend will take away with them will be of real value in the conduct of a printing or publishing enterprise.

A special meeting of the Toronto Newspaper Rifle Association was held September 10 at *The Globe* office, for the purpose of re-organization. Representatives from all Toronto newspapers and from trade and other publications were present, and a gratifying increase in membership was recorded. The strength of the association now stands at about sixty men, and it is anticipated that in a few days the total will reach one hundred. The following officers were elected: Captain, A. Pringle, *Mail and Empire*; Lieutenant, T. A. Smith, *Globe*; Secretary, J. W. Lister, *Telegram*; Treasurer, E. N. Corbett, *Telegram*; Executive Committee: T. G. Gravelly, *Globe*; W. Dyer, *Mail and Empire*; J. Frise, *Star*; G. W. Bowles, *Telegram*; Hubert Evans, *World*; T. Little, *News*; Fergus Kyle, allied publications; R. G. Smith, trade journals; G. W. Fowler, *Saturday Night*.

Joseph Weld, secretary of the William Weld Company, London, publishers of the *Farmer's Advocate*, died at the Victoria Hospital, London, September 5, following an operation for appendicitis. He was the second son of the late William Weld, founder of the *Farmer's Advocate*, and was 66 years of age. Besides his business connection with the *Farmer's Advocate* he was a director in the following companies: The London Printing & Lithographing Co., Ltd.; Bryant Press, Ltd., Toronto; The Georgetown Coated Paper Mills Co., Georgetown; *The Farmer's Advocate*, of Winnipeg, Man. Until the time of his death he was actively engaged in the management of "Weldwood," the *Farmer's Advocate* farm near London, and under his direction the farm was being brought up to a high standard. Prior to his connection with the *Farmer's Advocate* he was a successful farmer in Middlesex County. The interment was at Woodland Cemetery, London.

MANITOBA.

D. McDougal is publishing a new paper at Beausejour.

J. Nimmo Scott, of *Canada Monthly*, lieutenant of the 90th Regiment, Winnipeg, has joined his regiment at Valcartier.

The matter of an increase for compositors employed in Winnipeg newspaper offices has been left open until business conditions are further adjusted.

Winnipeg Women's Press Club is paying subscriptions to several copies of the Winnipeg papers to be sent to the volunteers from that city in camp at Valcartier.

G. A. McMorran, editor and publisher of *Souris Plaindealer*, accompanied by his wife and children, recently visited Eastern Canada after an absence of twenty years.

Col. Lawless, in charge of Winnipeg Military District, has issued an order to all newsdealers, newstands and newsboys to cease displaying United States newspapers. The reason was that the U. S. papers with war headlines have attracted large crowds and in some cases have war news that the Canadian papers are not permitted to print. As heavy penalties are fixed there is a great scarcity of United States papers in Winnipeg.

Knox Magee, editor *Winnipeg Saturday Post*, was arrested at the instance of Col. Lawless, who was in temporary command of Winnipeg military district, for the publication of an article criticizing Col. Sam Hughes and the conditions existing at the Valcartier camp. Mr. Magee was later released after signing a paper that he would not make any further reference to Valcartier camp. He did this under strong protest and has stated he will prosecute Col. Lawless for unlawful arrest and for unlawfully taking possession of his subscription list and other papers.

Winnipeg has a new paper that is probably unique in the annals of Canadian journalism. It is called *Le Democratique*, and is published in three languages, English, French and Flemish. The first issue presents a good appearance, is eight pages of five columns each, printed on good paper and well edited and made up. It is published at 165 Marion Street, Norwood, and will circulate principally in the Norwood and St. Boniface districts and throughout the French-speaking parts of the province. P. Lardon is editor. The paper will support the Liberal party.

Grandview *Exponent*, owned by A. G. Graham, who also publishes the *Canora (Sask.) Advertiser* underwent a change of management on September 15. The *Exponent* has been under lease to A. O. Lloyd for the past two years but the lease has now been terminated and George A. Blakely, formerly of the *Canora Advertiser* staff, will manage and edit the paper for the owner. Mr. Lloyd, who is entering the book and stationery trade at Gladstone, Man., has had a long connection with Mr. Graham, having learned the printing and newspaper business under his guidance on the *Neepawa Register*, where he spent about nine years.

SASKATCHEWAN.

M. J. Hutchinson, advertising manager of the *Regina Leader*, was married on August 31 to Miss Agnes Beath in North Bay.

KIMBLEIZE

For Your Profits' Sake

**Here's a
Printer
Who Did**

Kimble Motor Co.,
Chicago.

Mankato, Minn.,
August 4th, 1914.

Dear Sirs:—

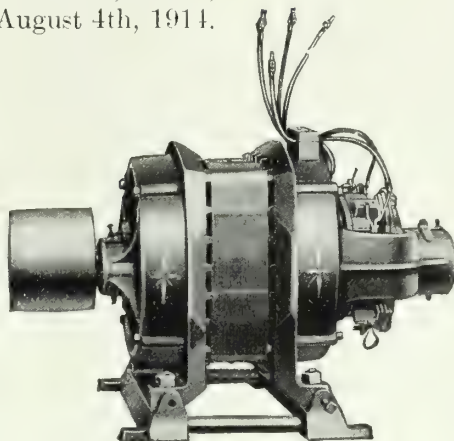
Please send us a set of brushes
for Kimble Motors (Giving Size).

We have three of your motors and
they are just the thing for a print-
ing office; never had any trouble
with them as yet and had them
for three years, using them every
day, and certainly can recommend
them as the best for any printer to
install.

Respectfully,

Meisner Printing Co.,

Per W. M. Meisner, Mgr.



**Current
Consumption
Proportioned
to Speed**

The Kimble Motor
reduces current
consumption in
almost direct pro-
portion to every
reduction in press speed. Aver-
age press speed is about 60% of
maximum. On this basis Kimble
Motors save between 25% and
30% of your electric current bill
over any other alternating cur-
rent motor.

**Pay Their
Cost in
a Year**

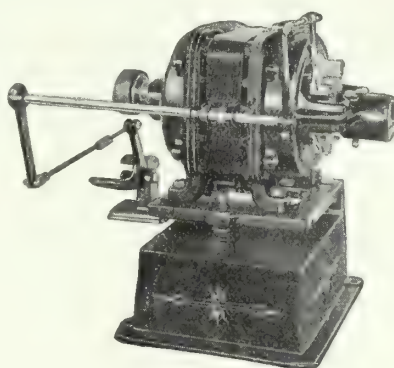
By current saving alone Kimble
Motors save 5% monthly on their cost.
When the increased efficiency of
presses and decreased spoilage are also
considered, it will be found that they pay easily
10% monthly dividends on their cost.

**Designed
Especially
for Your
Printers**

There are hundreds of printers as well
pleased as Meisner. They simply have
to be. We have designed our motors to
give printers better service at less cost
—and they do it.

**Exactly
the Speed
to Suit
the Job**

The big outstanding
feature of Kimble
Motors is their wide
range of speeds and
their fine speed gra-
dations. Your pressman can se-
lect exactly the speed best suited
to any given job. This means
less use of the throw-off, less spoil-
age and a much greater number
of impressions per hour.



**Kimbleize
therefore
for your
profits'
sake**

There is a Kimble
Motor of a size to run
any press in your
shop from the small-
est gordons to the
biggest cylinders.

Run every one of your presses
with an individual Kimble Motor.
You will be amazed at the savings.
Write to-day for the Red Motor
Catalog which tells the complete
facts.



KIMBLE ELECTRIC CO.

CANADIAN AGENTS

All points east of Port Arthur and Fort William:—

MASCO COMPANY, LIMITED, 55 Church Street, Toronto, Ont.

All points west of Port Arthur and Fort William:—

MAINER ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man.



William Van has succeeded Mr. Trotter as advertising manager of *Regina Daily Province* and *Picking Province and Standard*.

Douglas Lawrence, recently acting news editor of *Saskatoon Phoenix*, underwent a successful operation and is now making good recovery.

Editor MacIntosh of the *North Battleford News*, is prominently mentioned among the aspirants for political honors in the next Dominion election campaign.

Norman H. Ruse, publicity commissioner of the City of Regina, and formerly a well-known newspaperman, is in the hospital suffering from an attack of appendicitis.

Major R. C. Lawrie, editor of the *Saskatchewan Herald*, Battleford, left with the Battleford contingent for service at the front. R. H. Mathews, late editor of the *Scott Herald*, is also among the newspapermen to take up arms for the Empire.

East End is one of the few towns that are favored with news papers before having received recognition from a railroad to the extent of securing a service. R. R. Whiskin and A. H. Stevens started the *East End Enterprise* about four months ago and have met with good success, the paper being well patronized by local advertisers. It consists of 8 pages, all but two of which are home print. The typography and presswork are creditable, as are also the news columns and general get up of the paper. The paper is managed and edited jointly by the owners, Messrs. Whiskin and Stevens, and the mechanical end is in charge of George Bean, formerly on the staff of *Cupar Herald*.

ALBERTA.

Medicine Hat *News* announces its removal to its splendid new building on Sixth Avenue, adjoining the Finlay Bridge.

C. F. Jamieson, editor of *Medicine Hat Times*, accompanied by Mrs. Jamieson, is on a trip to Toronto, Ottawa and Montreal.

E. L. Ellsworth, until recently city hall reporter for *Edmonton Capital*, has gone to Port Angeles, Wash., to become owner and editor of the *Bee*.

W. Hinds, who for the past year has been a partner in *Red-cliff Review*, has severed his connection with that paper and gone to New York to join his family.

Geo. P. Smith, managing director of *Camrose Canadian*, has launched a movement to raise a relief fund for war sufferers and the same has already met with a good reception.

C. W. Niemeyer, librarian and special writer on the staff of *Edmonton Journal*, has gone to the front as a member of the 19th Alberta Dragoons. He is a British reservist. He will write a number of descriptive articles for the *Journal*.

H. H. Higginbotham, of the editorial staff of *Edmonton Capital*, has left for England to make a tour of the continent. Should he be unable to get news dispatches past the censors he will write special articles on the social and economic phases of the war.

Miss Lillian Robertson of the *Edmonton Pub. Co.*, and Albert Nightingale, a member of the 101st regiment *Edmonton Fusiliers*, were married on August 22. The regiment was sent to Valcartier the following day. Mrs. Nightingale will remain with the company until her husband returns from the front.

BRITISH COLUMBIA.

O. P. Merrill is covering the police beat for *Vancouver News Advertiser*.

J. Lucas, formerly on the editorial staff of *Vancouver News-Advertiser*, is now on the *Revelstoke Review*.

H. F. Williams, for the past four years on the staff of *Vancouver Province*, is now on the *Sun* of the same city.

Vancouver German Press, owned by the Linguistic Printing and Publishing Co., Limited, has ceased publication.

Captain George C. Rose, publisher of *Kelowna Courier*, has gone to the front, leaving his paper in charge of W. Fraser.

Grand Forks *Gazette* recently completed a publicity subscription contest, the result of which was said to be eminently satisfactory.

C. F. Hayes, formerly of *Edmonton Bulletin* and more recently with the *Medicine Hat Call*, has assumed his duties as editor and manager of *Creston Review*, which he recently purchased.

Fred J. Smyth, formerly of *Moyie Leader*, but for the past nine years on the editorial staff of *Phoenix Pioneer*, is now editing and managing *Smithsonian Star* at Princeton for Colonel Lowery of the *Greenwood Lodge*, who recently added the *Star* to his possessions.

F. C. Wade, K.C., has resigned the presidency of *Vancouver Sun*. J. B. Kerr, who has been managing editor for some time, has also resigned and will take a position on an Eastern paper. E. C. Sheppard is now in the managing editor's chair. The suit for \$20,000 damages for alleged wrongful dismissal and breach of contract which John P. McConnell, late editor of the *Sun*, entered against the Burrard Publishing Company and Mr. Wade, was discontinued against Mr. Wade following his resignation from the presidency. The action still remains against the company.

Record of Advertising in Daily Papers

AUGUST records of advertising carried by Canadian dailies naturally show a considerable slump, although many of the papers listed below do not appear to have been affected nearly so keenly as might be expected. Generally speaking the Western papers are keeping up fairly well. The record for September will be even more significant, inasmuch as it will indicate to some extent the influence of the "Good Cheer" and "Business Opportunity" campaign being conducted by Canadian Press Association. For this reason it is hoped that a larger number of papers will co-operate by furnishing figures.

RECORD FOR AUGUST, 1914.

| | Display. | Classified. | Total. |
|-----------------------------|----------|-------------|---------|
| St. John Standard | | | 254,170 |
| Montreal Star | 514,155 | 197,905 | 712,060 |
| Montreal Gazette | | | 325,164 |
| Montreal Le Canada | | | 69,913 |
| Ottawa Journal | | | 411,908 |
| Toronto Telegram | 335,020 | 250,740 | 585,760 |
| Toronto Star | 357,280 | 66,780 | 424,060 |
| Toronto News | 264,740 | 20,580 | 285,320 |
| Toronto Globe | | | 351,075 |
| Toronto Mail and Empire... | 250,040 | 76,580 | 326,620 |
| Toronto World | 217,140 | 18,480 | 235,620 |
| London Free Press | 263,900 | 47,320 | 311,220 |
| Winnipeg Free Press | 387,145 | 227,593 | 614,738 |
| Winnipeg Tribune | 308,015 | 332,880 | 340,895 |
| Regina Province & Standard. | 256,833 | 72,920 | 329,753 |
| Regina Leader | 306,344 | 86,718 | 393,062 |
| Calgary Herald | 311,689 | 133,113 | 444,802 |
| Calgary News-Telegram | 247,329 | 85,739 | 333,068 |
| Calgary Albertan | 185,359 | 53,916 | 239,275 |

*Count lines.



Canadian General Advertisers Organizing

THE ASSOCIATION of Canadian Advertisers, to be composed of Canadian general advertisers, is in process of organization. About twenty leading Canadian general advertisers are the promoters of the movement. J. R. Fitzpatrick of E. W. Gillett Co., Limited, and B. H. Bramble of the Goodyear Tire and Rubber Co. of Canada, Limited, are provisional president and provisional secretary, respectively, of the Association. The objects of the Association are set forth in the Association's By-laws as follows:—

The particular objects for which this Association is formed are: To advance the knowledge of advertising, create a means of interchange of information, and to take such action from time to time as the Association may deem wise to create better conditions, to the end that its membership may extend their advertising appropriations more intelligently and more effectively, and, to accomplish these objects, the Association shall

- Investigate the circulations and standing of newspapers, magazines, trade papers and other advertising media, and report on the same to its members;
- Endeavor to teach publishers that their best interests lie in maintaining uniform rate cards, in eliminating advertisements which are dishonest, misleading or offensive to accepted standards of propriety; in adopting a strict and uniform policy of recognition and treatment of advertising agencies, and in eliminating all practices repugnant to the spirit of strictest honesty;
- Collect data from all available sources with regard to papers, magazines, bill-boards, street cars and other media of advertising, and arrange the same in such a way as to be accessible to its members;
- Do any and all other things not hereinbefore specifically enumerated which a membership Association from time to time may do.

It is understood that the main objects of the Association will be to weed out fake advertising propositions, to standardize circulation statements and to check as far as possible the accuracy of all circulation statements submitted by publishers. It is proposed to establish a central office or bureau for the interchange of information regarding circulation and standing of all Canadian publications.

Be Ready

During the lull in importing necessarily caused by the GREAT WAR, we beg to advise our customers that our organization for placing before them the products of European Mills is being greatly strengthened. When conditions become normal we shall have new agencies to announce and our range of qualities will be the most comprehensive in the Dominion.

Hodge-Sherriff Paper Company

McKinnon Building, Toronto

Phone Main 5781

PROGRAM AT CONVENTION OF UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA.

Perhaps the best program ever arranged for a convention of the United Typothetae and Franklin Clubs of America is that planned for the sessions to be held at the Waldorf-Astoria, New York, October 6, 7 and 8. Only ten-minute addresses will be the rule on every one of the vital subjects to be discussed, so that each will be to the point and none tiresome by reason of length. Among the subjects which will be discussed are:

"Use of the Office in Business Development," "Business Administration," "Salesmanship," "House Organs," "Credits," "The Cost of Printing," "Common-sense Statistics," "Cost System in the Large Plant," "Cost System in the Small Plant," "The Bonus System," "Viewpoint of the Buyer of Printing," "Promoting Knowledge in Estimating," "Simplifying the System," "Shop Management," "Fire and Accident Prevention," "Co-operation,"



PRINTING HOUSE SQUARE IN NEW YORK.

Left to right: Entrance to Brooklyn Bridge, World Building, Sun Building (small structure), Tribune Building. The street in front is Park Row, one side of which is City Hall Park, in which stands the City Hall.

"Apprentice Instruction," "Cultivating Good Will Among Employees," "Printer and Paperman: Partners or Neighbors—Which?" "The Supplyman and the Printer," "The Engraver and the Printer," "The Electrotypewriter and the Printer."

The entertainment which will be provided by the New York printers without registration fee or payment of any kind is worth while, and includes a visit to the famous Metropolitan Museum of Art, a reception, ball and banquet in the Astor Gallery of the Waldorf-Astoria Hotel, attendance at New York's largest theatre, the Hippodrome; sight-seeing auto trips through New York's streets, a sight-seeing yacht trip around Manhattan Island, and a trip to the lofty tower of the great Metropolitan Life Insurance building. In addition there will be printing-plant visits and many trips for the ladies.

WEEKLY LUNCHEONS AT WINNIPEG.

THE FIRST luncheon of Winnipeg Printers' Board of Trade for the season 1914 and 1915 was held at the St. Regis Hotel on Thursday, August 27, with an attendance of 22. The second was held September 3, with 21 in attendance. These luncheons are not primarily "business meetings" of the Board, but are get-together occasions that promote good fellowship and friendliness between the members in an admirable manner.

REPORT FROM TORONTO BOARD.

JUST AT PRESENT the printing business in Toronto and vicinity is feeling the depressing effects of the European war and there is a scarcity of large orders, though inquiry is fair, but commercial circles seem to be gradually recovering from their first scare and the outlook for the future is good with prospects that the next month will show a decided improvement. Now is the opportunity for the printer who has service to sell as well as paper, ink, and labor. Business creating printing is at a premium.

Revision of the Price List is being pushed rapidly and it is being enlarged and improved and will soon be ready for the printer.

The Estimate and Cost Classes will begin their session on October 2nd and continue each Friday evening through the winter.

PRINTING MACHINERY COMPANY INCREASES CAPITAL.

The Printing Machinery Company of Cincinnati has increased its capital stock from \$450,000 to \$900,000. Their product, The Warwick Diagonal Block and Register Hook, is a great saver of make-ready and register time.

NEW FACTORY FOR BALING PRESS COMPANY.

Logemann Brothers Co., Milwaukee, Wis., manufacturers of baling presses and other machinery have removed to their new plant at 32nd and Burleigh Streets. The new premises have been specially constructed along model lines and occupy two and one-half acres. The firm will add to their line of baling machines.

FIRST MODEL B INTERTYPE INSTALLED IN CANADA.

F. H. Leslie, of the *Review*, Niagara Falls, Ont., has purchased a Model B Intertype for use on his new daily paper. The *Review* has earned the distinction of being the first newspaper office in the Dominion to install a Model B Intertype. This machine appears to be becoming decidedly popular with the Canadian trade.

LINOTYPE "BULLETIN" ENLARGED AND IMPROVED.

The Linotype Bulletin for August, being No. 1 of Vol. XI, appeared in enlarged and improved form, and as a consequence will no doubt be even more appreciated by the trade than heretofore. Two important features commence with this issue, and as these will continue throughout the year, printers who receive the Bulletin would be well-advised to preserve their copies carefully so as to have them for binding when the articles are complete. One of the series referred to is inaugurated with an article entitled "Type Was Made to Read." The other feature is a four-page insert on highly coated stock and printed in colors, dealing with the history of printing types.



Good Advice Regarding Old Inks

A firm of printing ink makers have the following suggestions to offer printers regarding the disposition of old inks and colors that may have accumulated. It is well worth noting and acting upon: "It looks as though the war would be a long one. This means that the printing ink-makers of America will be unable to get a supply of colors from Europe for a long period. The scarcity of colored inks will give you a good opportunity of using up all the old inks you have around the shop. If any are unfit for use have your ink maker regrind them and put in good condition. If you have any old dry colors around let your ink man grind them into ink for you or else sell them to him for his own use. This is a good time to clean out your ink closet."



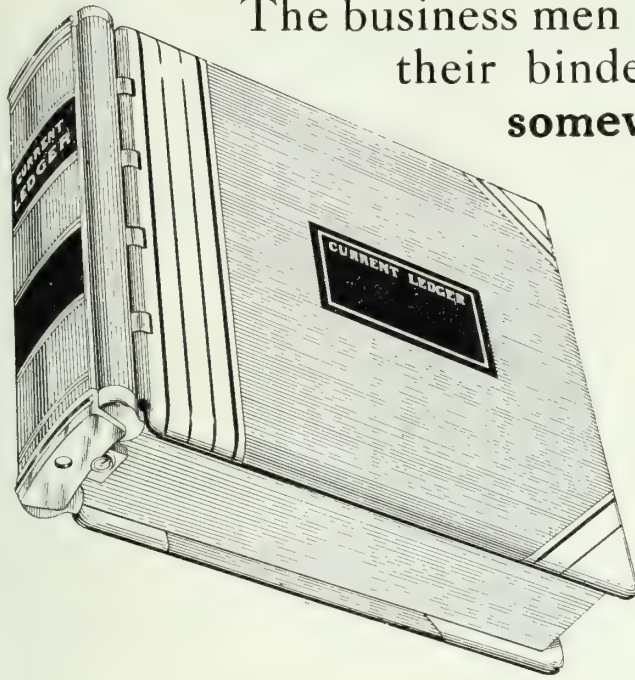
Indianapolis Printing School Commences Fall Term

THE Technical School of Printing, located at Indianapolis, and conducted under the direction of the United Typothetae and Franklin Clubs of America, has open for the fall term with eighteen students attending. They came from all sections of the United States and Canada. Inquiries and applications are coming from every quarter and in larger numbers than ever.

The first special class of the fall term—the class in estimating and cost finding—opened September fourteen with five students. The first class in special press-work will open October fifth.

At the present rate of entry, the general and special students will bring the total enrollment for the year to over 100.

But Why Let Your Easiest Profits Go By?



The business men of your locality must secure their binders and loose-leaf supplies **somewhere.** You might just as

easily secure the large profit by having them come through **your** plant—and incidentally get in touch with his regular printing orders. Hundreds of other printers have built up quite an enviable business in loose-leaf work through our co-operative plan and at same time considerably increased their job work sales. Surely you could do the same in your locality? No expense, equipment or responsibility is attached to it in any way. Just write us to-day regarding our special co-operative plan to printers and publishers.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

*PRINTING and BOOKBINDING MACHINERY
TYPE and SUPPLIES*

92 McGill Street, Montreal

'Phone Main 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

NICKELTYPES
ELECTROTYPES
STEREOTYPES



**TORONTO ELECTROTYPE &
STEREOTYPE CO., LIMITED**
111 ADELAIDE STREET WEST . TORONTO

TRAYTON BLABER, Manager

PHONE ADEL. 1638

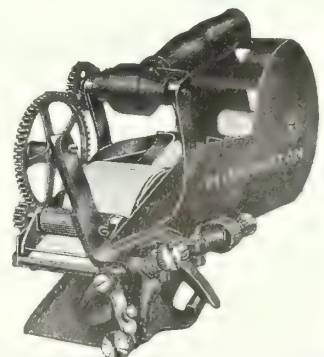
Wing-Horton Mailers

**ARE THE BEST
THE WORLD OVER**

They are for sale by all
Printers' Supply Houses.

**TORONTO TYPE
FOUNDRY CO., Ltd.**
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



Buyers' Guide

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER

57 GOLD STREET -:- NEW YORK

A good side line for salesmen.

Feature for Newspapers

War Pictures

The International Syndicate

Est'd 1899

BALTIMORE, MD.

GOOLD, SHAPLEY & MUIR CO., Limited

BRANTFORD, ONT.

Winnipeg, Man. Calgary, Alta.
Regina, Sask.

Manufacturers of High-Grade Gas and Gasoline Engines

AUTOMATIC STEEL DIE STAMPING PRESSES

We manufacture the LITTLE GIANT PRESS

Has stood the test for years. Also Hand Stamping Presses—Supplies of all kinds for Power and Hand Stamping Presses.

HAWKINS-WILSON CO.,

714 Sansom Street Philadelphia, Pa.

New Business Without Cost

is generally a delusion and a snare; but the progressive printer who provides his customers, both present and prospective, with

Appearance
of Our
Neat
Cards in
Case



Peerless Patent Book Form Cards

can not only get new business without cost, but stir up a lot of business from his present customers; these cards are a trademark for up-to-the-minute tradesmen. Can the printer afford to be less up-to-date than his customer? Get these cards into your business; your customers want them and are getting them elsewhere; why not let them get them from you? These cards have no rival, no competitors; they are the "wonder of the world of cards."

Write for trade price and samples and do it today.

The John B. Wiggins Company

Established 1857.

Engravers, Plate Printers, Die Embossers
73-75 East Adams Street, Chicago, U.S.

ADDRESSING MACHINES.

Meacham Addressing Machine Co., 261 P. Broadway, New York.

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Latham Machinery Co., 306 S. Canal St., Chicago.
Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Stewart, Geo. M., 92 McGill St., Montreal, Que

BOOKBINDERS' PAPER.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

CARD CASES.

Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

COST FINDING SERVICE.

E. E. Salt Cost Finding Service, 13-21 Park Row, New York City.

COUNTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Hart, R. A., 1 White St., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Krause, Karl, Leipzig, Germany.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
T. W. & C. B. Sheridan Co., New York City.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Golding Mfg. Co., Franklin, Mass.
Oswego Machine Works, Oswego, N.Y.

ELECTRIC NEUTRALIZERS.

De Bois Brennan Co., 23 Park Row, New York
Thompson Static Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.
Canadian Crocker-Wheeler Co., Ltd., St. Catharines, Montreal, Vancouver.
Masco Company, Ltd., 55 Church St., Toronto.
Mainer Electric Co., Ltd., 57 Albert Street, Winnipeg, Man.

ELECTROTYPING AND STEREOTYPING.

National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Krause, Karl, Leipzig, Germany.
King, A. R., Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.

International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.

Goold, Shapley & Muir Co., Ltd., Brantford, London Gas Power Co., Ltd., London, Ont.

GUMMED PAPER MAKERS.

Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

IMPRINT MATRICES.

Imprint Matrix Co., Charlotte, N. C.

JOB PRESS FOUNTAINS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wagner Mfg. Co., Scranton, Pa.

McFARLANE, SON & HODGSON, Limited

WHOLESALE

PAPER DEALERS

AND

STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

High-Grade Bonds

Linens, Ledgers and Writing Papers, also good bonds at a small price.

Get quotations and samples before placing your order.

R. C. KASTNER PAPER CO.

114-116 Worth St., New York City, N.Y.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

BOOK, MAGAZINE,
COATING, LITHO,
GRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

SCREENS

Our "DIAMOND" Screens for Process Engravers are the best and cheapest high-grade, permanently engraved Screens on the market. In competition with others they have been chosen by the principal Process Houses. We are the only English Screen makers, have 20 years' experience behind us, and sell from factory to you direct at half the usual prices.

C. I. F. Quotations Free.

F. E. BROWN & CO., Screen Work
5½ Guthlaxton St. LEICESTER, Eng

Say

You Saw

It in

Printer & Publisher

Buyers' Guide

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City.
J. C. Liggett, 108 Yonge St., Toronto.

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppard Ave., Brooklyn, N.Y.
Roberts Numbering Machine Co., 70 York St., Toronto.
Wetter Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago.

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Hampton Glazed Paper Co., Holyoke, Mass.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.
McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Limited, Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.
Rolland Paper Co., Montreal, Que.
Smith & McLaren, Cartside Works, Millikenpark, Renfrewshire, Scotland.
Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.
Howard Smith Paper Co., Montreal, P.Q.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.
Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.
Hellmuth, Charles, 154 W. 18th St., New York.
London Printing Ink Co., 10 Camomille St., London, E.C.
Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.
Sinclair & Valentine, 233 Richmond St. W., Toronto.

Kidd, John, & Co., Limited, London, Eng.
Muhsam, Max, Berlin-Neukolln, Germany.
Reissner, T., 57 Gold St., New York City.
Zehden, Martin, 132 Nassau St., New York U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Babcock Printing Press Co., New London, Conn.
Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Limited, Reddish, near Stockport, England.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.
Walter Scott & Co., Plainfield, N.J., U.S.A.
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.
King, A. R., Mfg. Co., Kingston, N.Y.
Swink Printing Press Mfg. Co., Delphos, Ohio.
Hoe, R. & Co., 504-520 Grand St., New York City.
Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.
Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.

Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.
Lanston Monotype Machine Co., 406 Lumsden den Building, Yonge and Adelaide Sts., Toronto.
Linograph Co., Davenport, Iowa.
International Typesetting Machine Co., 182 William St., New York City.
Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England

TYPE FOUNDERS.

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Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Keystone Type Foundry, Philadelphia, Penn.

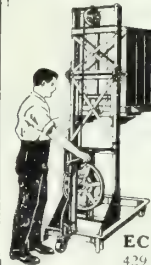
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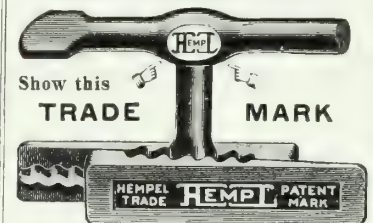
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SUPERINTENDENT DESIRES CHANGE—executive position. Can estimate and lay out, producing highest grade work. Most successful in competitions and handling staff. Box 345, Printer & Publisher, Toronto.

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CASH PAID FOR OLD TYPE. CANADIAN Type Foundry, Buffalo, N.Y.

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JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

AN OPPORTUNITY FOR SOME ONE TO secure a growing printing business in Toronto. Style 2B Colts Armory, C & P Gordon (each with individual motors); 30" cutter; a most complete assortment of type, metal and wood furniture, etc. Rent exceptionally low. Ill-health the reason. Act quick. S. M. Bart, 34 Yonge Street, Toronto.

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TO NEWSPAPER MEN AND PRINTERS—Other interests compel disposition of my newspaper business in British Columbia. There are two plants and two papers under one management, established twenty years, in two prosperous adjoining communities, with joint payroll of \$150,000 per month. Plants are modern, and business pays net profit of 25 per cent. on price asked, which is \$12,000, plus job stock, at shelf price, invoicing about \$1,500 on first payment; \$5,000 is required, and balance can be paid at rate of \$100 per month. Exceptional opportunity for two practical men. Present owner in control for sixteen years, and outside interests demand his attention. Address Box 344, Printer & Publisher, Toronto, Ont. (1014)

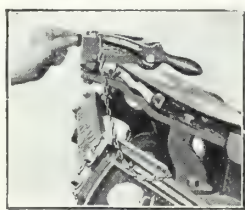
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to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the prints. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—More Impressions and Better Work. For Chandler & Price, Challenge, and Gordon Presses.

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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

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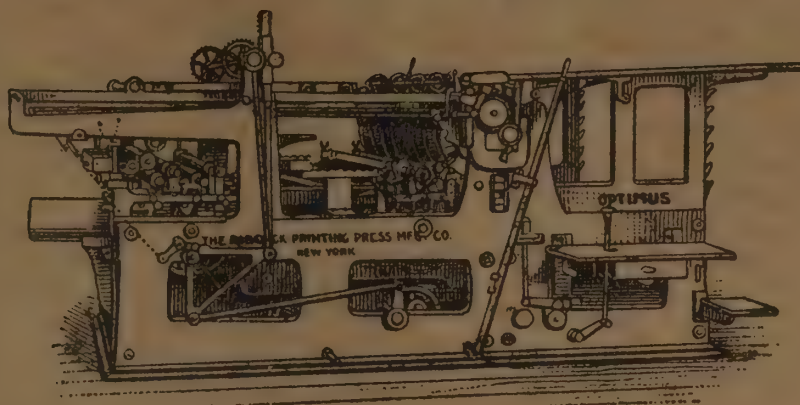


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By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

THE BABCOCK "OPTIMUS"



Accurate Register and Perfect Distribution are absolute necessities for fine printing. These

The Babcock Optimus

has always possessed. Optimus Distribution is Perfect. We couldn't improve upon that, so we have improved the mechanism controlling the rollers and increased the durability of the parts. All Optimus Presses, except the Pony sizes, have table rollers, positively driven by our New, Patented, Noiseless, Spiral Gearing.

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Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

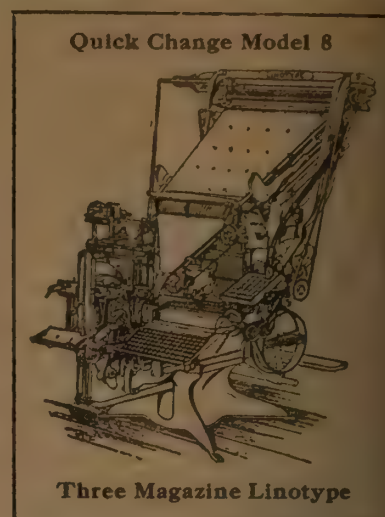
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PRINTER AND PUBLISHER

COMPOSITION OF ANY KIND

**JOB WORK
LEGAL WORK
BOOK AND CATALOG WORK
TARIFF WORK**



The LINOTYPE cannot talk, but a user of it can. Listen!

S. C. TOOF & COMPANY

195-201 Madison Avenue

MEMPHIS, TENN., August 25th, 1914.

Mergenthaler Linotype Co.,
549 Baronne Street,
New Orleans, La.

Gentlemen:—We have been operating one of your Model 8 Linotypes for a period of a little over six months.

During this time we had abundant opportunity of testing the machine out on job work, legal work, book and catalog work, and tariff work, and it affords us much pleasure to state that the Model 8 has come up to and excelled our most sanguine expectations.

We therefore think it incumbent upon us to tell you how pleased and satisfied we are with our investment.

It will perhaps be needless to add that we have set aside space sufficient for three more of your good machines.

Very truly yours,

S. C. TOOF & CO.,

By Otto Zahn, Vice-President.

Every word of this letter means something to YOU as a Master Printer. Better talk it over with our representative.

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET

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PRINTER & PUBLISHER

NOVEMBER, 1914

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MADE IN ENGLAND



Reg. Trade Mark

THIS phrase has now a much greater significance than the superficial meaning of manufacture in the Old Country.

Every penny spent in England at the present time is a direct aid to her prosperity in a time of need. It assists in keeping her factories going and her workpeople employed, and in addition it contributes to the maintenance of those dependent on the volunteers who are fighting for the integrity of the Empire.

The extent to which business firms in England are affected may be indicated by the fact that John Dickinson & Co. alone have contributed 341 to the fighting line.

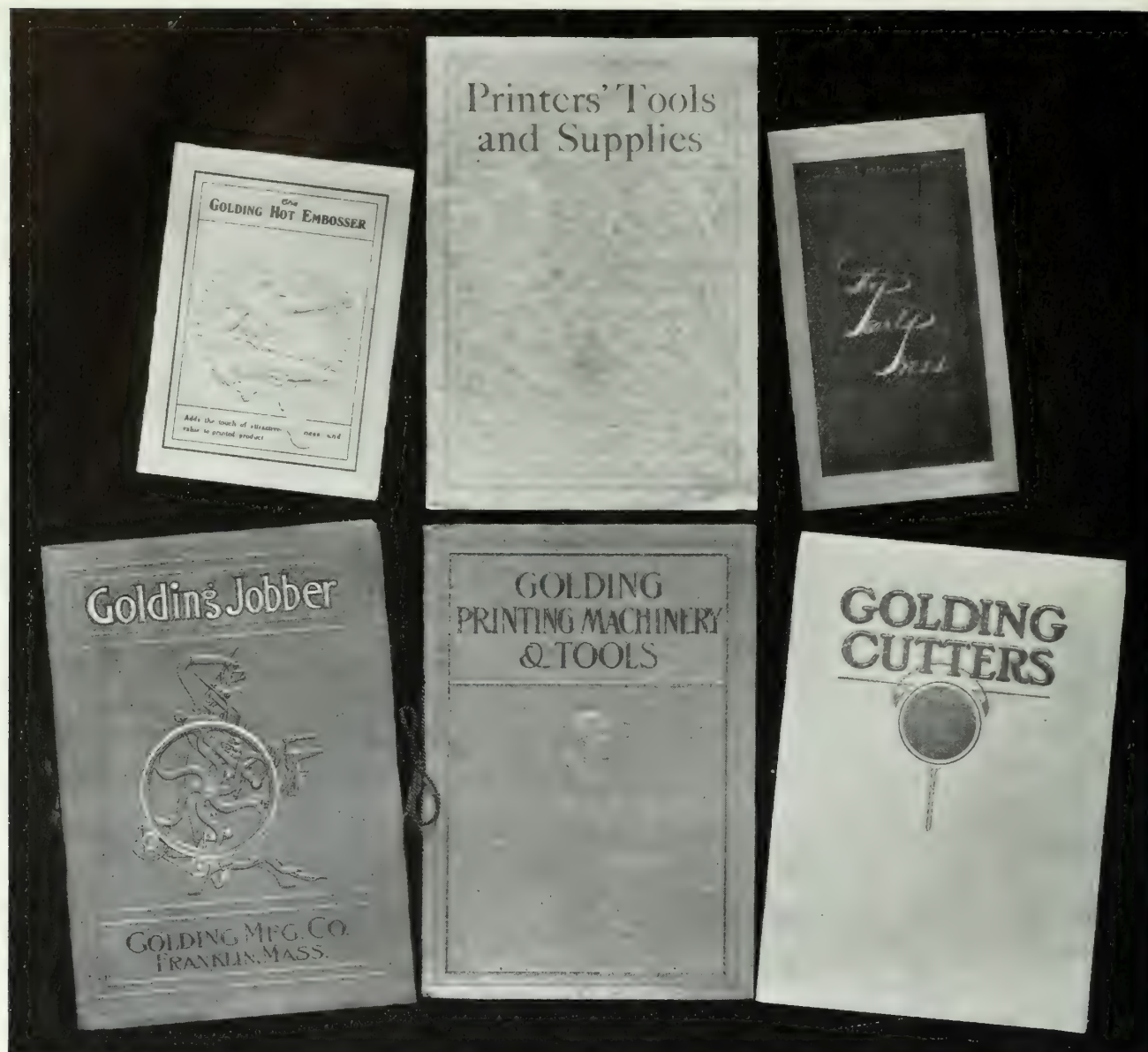
It is the experience of over a century at their Mills in Hertfordshire, England, in the manufacture of high-grade paper on the principles of good quality and good value, that has enabled John Dickinson & Co. to create the world-wide trade which is now theirs.

John Dickinson & Company, Limited

216 LEMOINE STREET, MONTREAL, QUE.

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TWENTY-TWO BRANCHES



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Catalog of Golding Jobbers. This is for the printer interested in a job press capable of raising the standard of his printed product — decreasing the percentage of cost and increasing the net profits.

The Golding Hot Embosser—a new device facilitating embossing on job presses with only an ordinary printing impression.

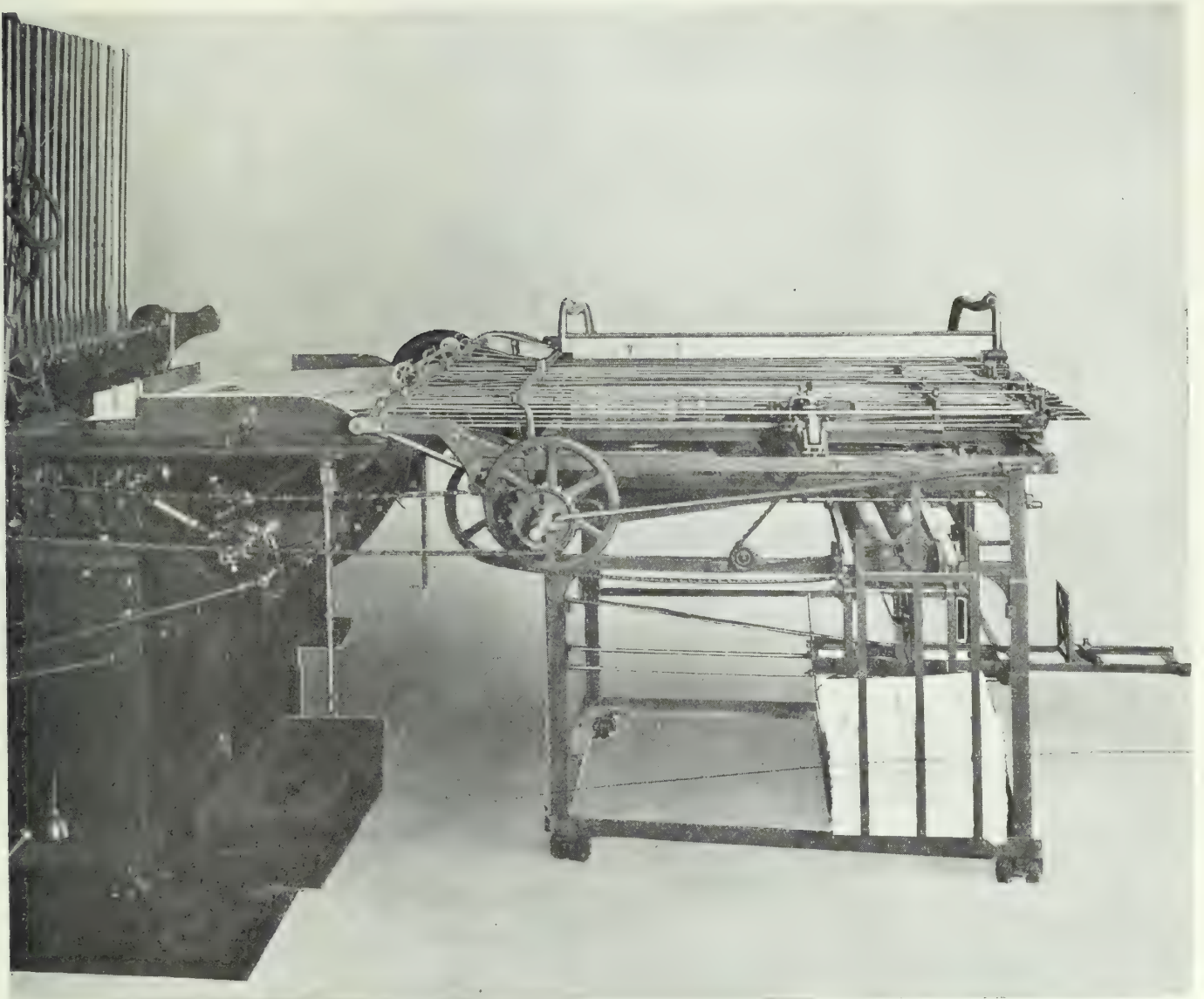
We are not sending these catalogs out promiscuously, but only to the printer who has at least a little desire for some efficiency things and is willing to say—send it.

One or more of these catalogs are for you. Send your request.

GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; Miller & Richard, Winnipeg; American Type Founders Co., Vancouver.

YOU WANT THIS



and you want it badly. You're paying for it now by denying yourself the service by failing to give shipping instructions. Write now. If it does what you want it to do you'd far rather have it than the money it costs. We give you 30 days to try it out in your own shop. Write now!

MILLER & RICHARD, Toronto and Winnipeg

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WINTERBOTTOM'S ENGLISH BOOK CLOTHS

We have a large stock on hand and can fill orders promptly. We are also receiving shipments regularly.

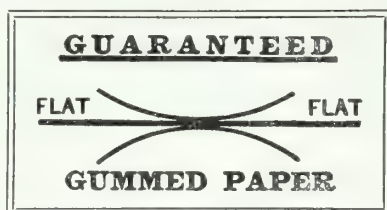
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Importers of British-Made Leathers, Book Cloths, Thread, Etc.

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Ideal Gummed Paper

Is Guaranteed To Be

- Absolutely non-curling.
- As easily printed as the finest ungummed paper.
- As easy to obtain register on as ordinary paper.
- Unaffected by temperature changes.
- A paper that will stick perfectly when it should.
- The best paper for the use for which it is designed.

Now packed five hundred sheets to the ream.

Sold Everywhere by Representative Jobbers

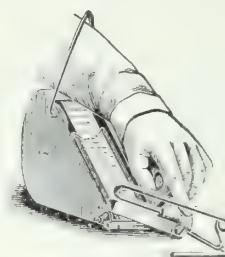
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BROOKFIELD, MASS.

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THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

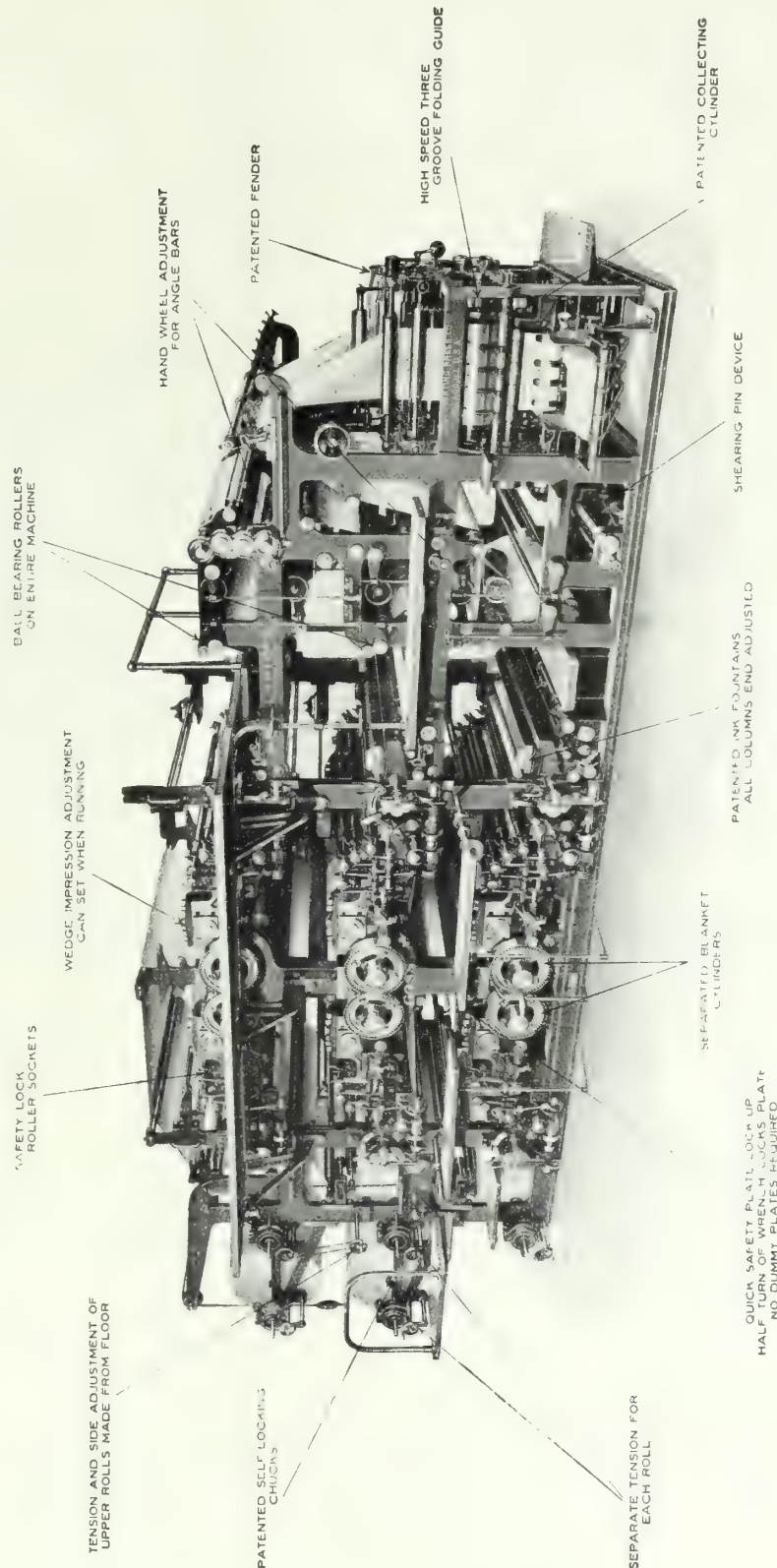
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REV. ROBERT DICK ESTATE

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THE GOSS PRINTING PRESS CO.

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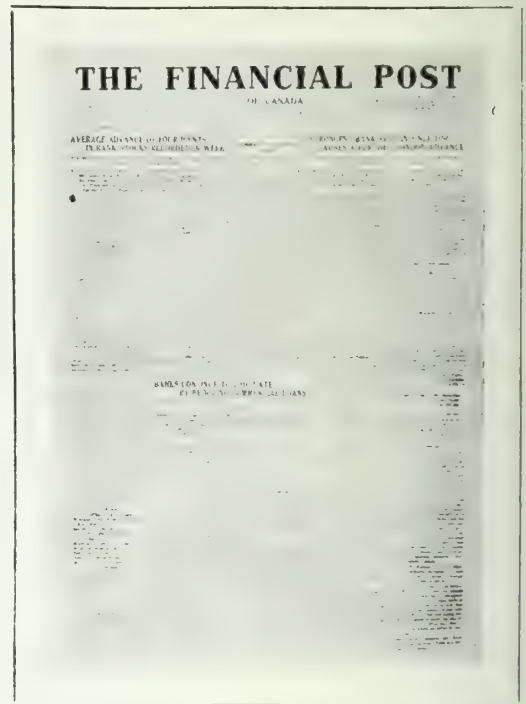
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The Table is finished in a pleasing olive green enamel.

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Standard Height of Tables, 32 Inches. Other Heights Will Be Furnished Upon Order.

All Tables are shipped knocked down to insure the lowest possible freight rate.

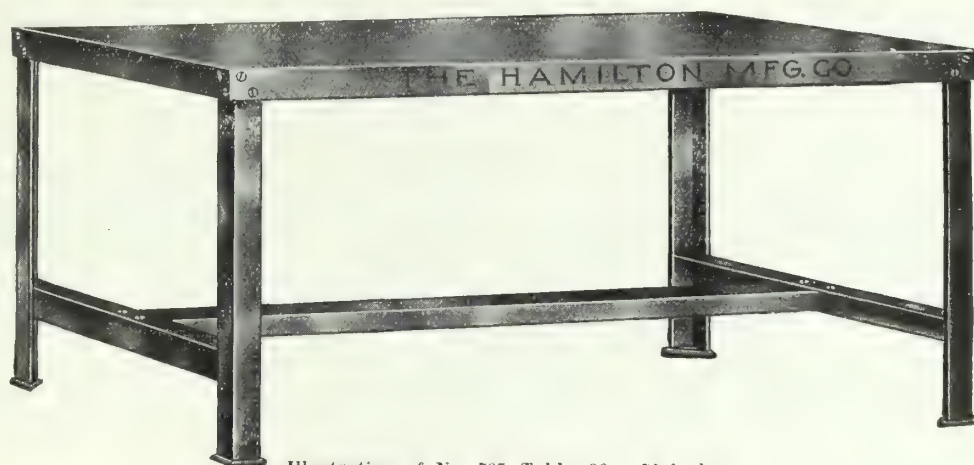


Illustration of No. 785 Table, 36 x 72 inches.

Order one of these tables to-day and try it out in your bindery. We predict you will not be satisfied until your bindery is completely equipped with them.

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 Rex A. Hand, Representative for
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Stephenson, Blake & Co., Toronto.
 George M. Stewart, Montreal.
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 Richard I. Winnipeg, 123 Princess St.
 Printers Supplies, Ltd., 27 Bedford Row, Halifax, N.S.
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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every enquiring printer.

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Goes

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Line of Lithographed
BLANKS OF QUALITY AND PRINTERS' HELPS

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CORPORATION RECORD BOOKS.**

1915 - CALENDAR PADS - 1915

ARE READY FOR SHIPMENT.

GOES LITHOGRAPHING CO. CHICAGO

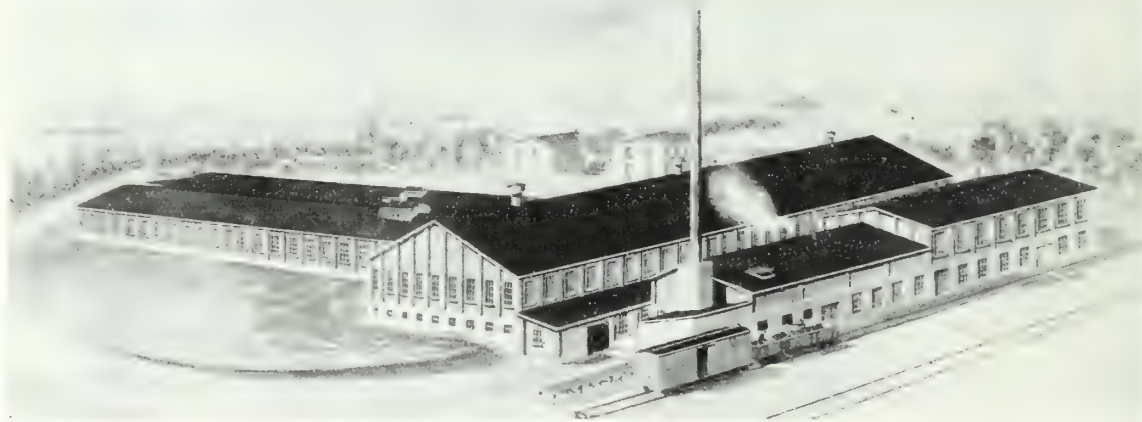
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Barber Coating Mill, Georgetown, Ont.

The Largest and Best Equipped Mill in Canada for
the Coating of Paper.

“Maple Leaf” “Beaver” “C.A.” Coated

Insist on these Brands being used in your Catalogue

PROVINCIAL PAPER MILLS CO., Limited

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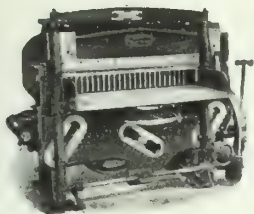
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Machinery for the Whole Paper Industry
445-447 KING STREET WEST
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Whether you need a small cutter or a large automatic power paper cutter, we can furnish you with the most up-to-date machine.

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If the output of your plant at the present time does not warrant the purchase of a new machine we can offer you guaranteed reliable rebuilt machinery. Paper cutters, folding machines, ruling machines, stitching machines. Why not write us to-day for particulars and prices?

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SIMPLEST—STRONGEST

BEST IN THE WORLD

Cleaned in One Minute Without
Removing a Screw

More than 250,000 in Use

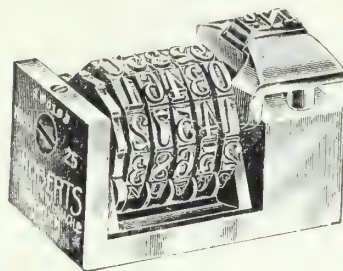
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The Only Typo Numbering Machine
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Model No. 25



No. 12345

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5 Wheels 6 Wheels

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

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Both models have plungers with removable No. slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saving nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

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New Address for Canadian
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\$3.50

Each of the above Machines with SOLID CIPHER WHEELS
can be had for

\$4.50

THE ROBERTS NUMBERING MACHINE COMPANY

696-710 Jamaica Ave.

Successor to The Bates Machine Co.

BROOKLYN, N. Y.

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make attractive mailing pieces. The seven neutral shades give the artistic printer an opportunity to suggest many color effects that many papers will not submit to.

For one, two or three-fold pieces to be clipped before mailing, we suggest 20x25—120.

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Ask us or any of our jobbers for sample sheets to be used for dummies.

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Successful and progressive graphic-arts men are those who read books on printing.

The most complete list of such publications is published by the Inland Printer Company. This catalogue is gladly mailed inquirers on receipt of postal card. Send for a copy and select the books you need. Here are a few of the titles:

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- Electrotyping.** By C. S. Partridge. 213 pages. Cloth \$2.
- Partridge's Reference Handbook of Electrotyping and Stereotyping.** \$1.50.
- Stereotyping.** By C. S. Partridge. Cloth \$2.
- Correct Keyboard Fingering.** By John S. Thompson. Revised edition, 50 cents.
- History of Composing Machines.** By John S. Thompson. 200 pages, fully illustrated, cloth \$2; flexible leather \$3.
- Mechanism of the Linotype, The.** By John S. Thompson. Fifth edition, revised to date, including model 12. Bound in flexible leather for the pocket, \$2.
- Establishing a Newspaper.** A handbook for the prospective publisher. 113 pages, cloth; reduced price, 50 cents.
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- Concise Manual of Platen Presswork.** By F. W. Thomas. Pamphlet 32 pages. 25 cents.
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The Inland Printer

the leading trade journal of the world in the Printing and Allied Industries.

This world compendium of the printing industry should be in every Canadian office.

More than 2,200 pages each year of prime educational matter pertaining to all branches of the business. The subscription price is only \$3 a year for United States and Canada; \$3.85 foreign.

The Inland Printer Co.

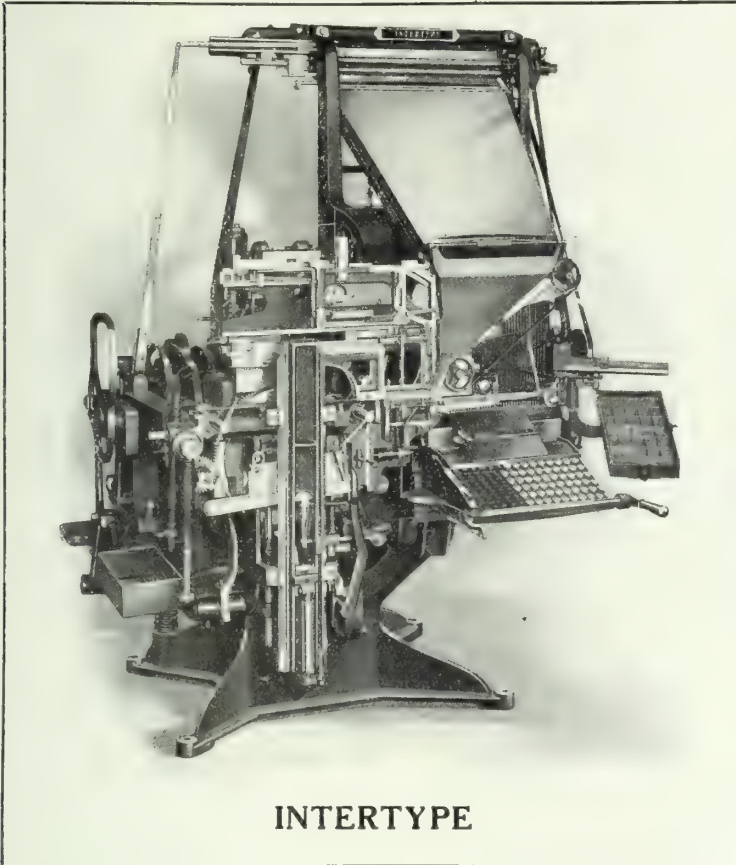
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Chicago, Ill.

INTERTYPE

STANDS FOR

“THE ACME OF HIGH QUALITY”



INTERTYPE

THE following extract is taken from a letter written by an Intertype owner who sets type for the trade:

“I have had so many compliments from job printers on the quality of composition turned out of my office that I thought it would be of interest to you to know of the success I have had.

“Mr. Ray M. Leeper, proprietor of a small office which turns out quality printing, printed a job for the Seyfang Baking Co., from slugs produced by my machine. Imagine my surprise when the director of publicity called on me, introduced himself, and said his only reason for calling was to thank me for the fine work turned out by Mr. Leeper; that Mr. Leeper informed him it would have been impossible to do it had it not been for my machine.

“I am certainly meeting with success, due to the quality of the work I am turning out.

“Mr. Goodrich, proprietor of the Goodrich Printing Co., for whom I am setting a 100-page book, was in a hurry for the work. Being unable to handle it, I asked him to “farm” some of it out to a local typesetting

company. He refused and decided to wait. He said: “We printers have not been used to the kind of composition you are turning out. I will wait until you can do the work. Solid slugs, clean face and the even thickness of your slugs in double-up matter is worth waiting for.”

The Intertype Combines Versatility with Simplicity and Speed

Write to our nearest Agency for detailed information

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg



This design is a

guarantee of quality.

FIBRESTOC COVERS

"Noted for their wear and tear resisting qualities"

STRIKING EFFECTS may be produced by simple treatment on Fibrestoc Covers. Some color combinations are shown in a sample book which will be gladly sent on request. Send for sheets for dummies.

Fibrestoc Covers are **MADE IN CANADA** only by

CANADA PAPER CO.

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Colored Papers a Specialty

SAFETY FIRST

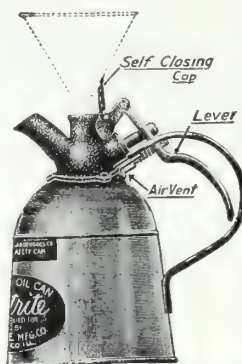
Protect Your Plant—Secure
Lowest Rate—by using

JUSTRITE SAFETY CANS

For Gasoline, Benzine, Kerosene, Naphtha, Turpentine, Alcohol.

Made in 6 sizes

1 Pint 1 Quart 2 Quart
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Non-Leakable, Air-Tight, Fire-Proof. Special Funnel not required. Baked Red Enamel.



JUSTRITE OILY WASTE CAN

Opens with foot pressure, closes automatically, absolutely safe.

No. 1, 6 Gallon
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Prices on request.

Justrite Mfg. Co.

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Anglo-Canadian Type & Printing Co.,
Ltd., Toronto
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Miller & Richard, Winnipeg
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Toronto, Winnipeg, Montreal, Calgary and Regina.



"The Fashionplate of Printerdom"

The Printing Art

Established 1903

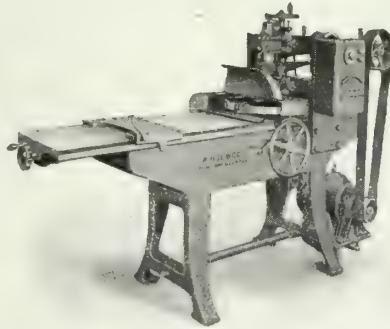
IF you are not already acquainted with this publication you should immediately send for a copy. **THE PRINTING ART** covers the constructive phases of printing in a more thorough manner than any other publication in the field. Its exhibits are from the best printers in the country and are suggestive for typography, design, and color scheme. The articles are by men of known reputation—those who write authoritatively on the topics discussed. The magazine is a work of art from start to finish and all of its features, whether advertising, text, or exhibits, will at once appeal to those looking for the best.

If you will mention this advertisement and send ten cents we will mail you a specimen copy. This is a special offer and should be taken advantage of at once. The regular subscription price is \$3.75 per year, or 35 cents per copy, but we make this offer that you may become acquainted with the magazine.

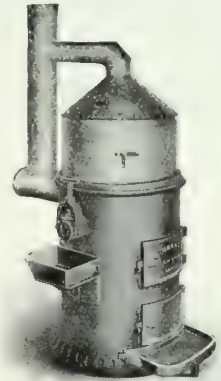
THE PRINTING ART
CAMBRIDGE, MASS.



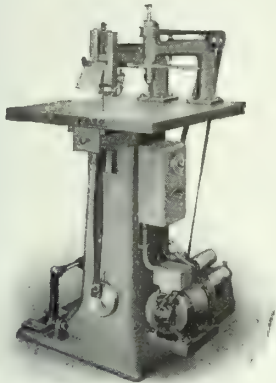
Combined Saw Table and Trimmer. An Indispensable Machine in every Electrotyping and Stereotyping Foundry.



Rotary Planing Machine. Planes Wood and Metal. Equally efficient on large and small work.



Dross Refining Furnace. A Money-Saver.



Combined Jig Saw and Drilling Machine. A Convenient and Efficient Machine.

WHEN IN NEED OF
**Thoroughly Reliable
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Machinery**

FOR

**Printing
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Electrotyping or
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Apply to

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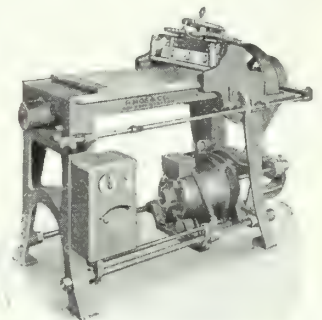
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ALSO AT

7 Water Street - - - - Boston, Mass.
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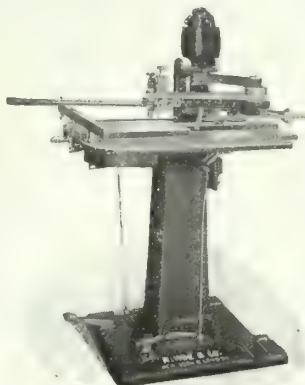
Linotype Metal Furnace with Gas Burners. Melts the Metal Quickly, with a minimum consumption of Gas.



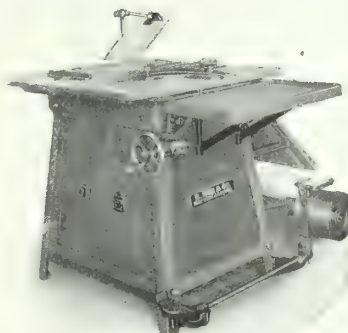
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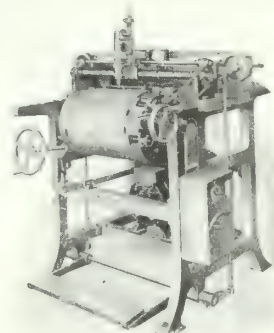
Flat Casting Mould. Also made with Cored Cover.



Radial Arm Flat Routing Machine with Electric Motor on top. A superior machine in Design and Construction and a favorite with Electrotypers and Photo-Engravers.



Cabinet Pattern Saw Table. A desirable machine for the Blocking Department.



Combination Curved and Flat Routing Machine. A desirable and efficient machine for Plants doing both curved and flat work.

Wilson-Munroe Co., Limited

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WE MAKE A SPECIALTY OF

ROLLAND MADE IN CANADA PAPERS

SUPERFINE LINEN RECORD - - - - - White, Azure and Buff
 EARNSCLIFFE BOND AND LEDGER - - - - - White and Azure
 EMPIRE LINEN BOND - - - - - White and Five Tints
 COLONIAL BOND AND LEDGER - - - - - White, Azure and Five Tints

WITH ENVELOPES TO MATCH

And devote a whole flat in our warehouse to the stocking
 of these well-known papers. Prompt shipment assured.

WHOLESALE PAPER DEALERS
PRINTERS BOOKBINDERS & BOXMAKERS SUPPLIES



Give Prestige to Your Concern

by turning out the engraved and embossed stationery, business cards, announcements, etc., for your locality.

You need no special equipment. Simply secure the orders for your locality; we fill them and send the work to you ready for delivery.

25% Profit

is what hundreds of other printers are securing on every piece of work. Surely you could do the same in your own locality. Write us *to-day* for full particulars of our special offer to printers and publishers.

Standard Embossing Co.

36-38 Lombard Street

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WASTE PAPER

You can get the
BEST Price and
 quickest service
 from

E. PULLAN

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Phone Adel. 760

MADE IN CANADA

Now is the time to be Patriotic.
Help the British Empire.
Buy Paper "Made in Canada."

Earnscliffe Linen Bond

IS ONE OF THE BRANDS.

Samples furnished on request.

The ROLLAND PAPER CO., Limited

General Offices:
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Makers of High-Grade Papers

Mills at St. Jerome
and
Mont Rolland, P.Q.

WOOD TYPE

GERHARDT'S Wood Type is guaranteed to be of uniform height. Made in any size desired in any assortment of characters. Material the best selected and hardest end-grain rock-maple. Lasts a life-time.

Wood Type is light in weight and much better than metal. My prices are lower than elsewhere.

Catalogues sent on request.

FRANK GERHARDT

MANUFACTURER

1162 Liberty Ave.

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THE MILLER SAW-TRIMMER is to the composing-room what the typewriter is to the business office.

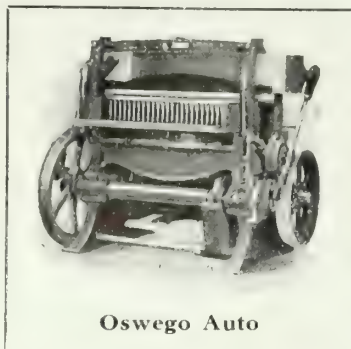
*For Sale
by
the leading
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Supply
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*A
Composing-
Room
Necessity
and
Indispensable*

Miller Saw-Trimmer Company

Point Building, Pittsburgh, Pa.
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Oswego Auto

HE

Thought It Too Simple To Improve



Oswego Semi-Auto

such a simple operation as cutting paper. He did not know his cutting-room costs, that is, did not know that a little study there would pay him perhaps a 100 per cent. dividend.

The operation of JUST LAYING A BRICK has been simplified so that now three times as many bricks can be laid in a day with less effort; viz., before, the mason picked them from the ground at his feet, thus lifting not only the weight of the brick (four pounds, say), but also the weight of half of his body (say 75 pounds) every time he lifted a brick.

Now the bricks are put on a platform of easy height. The mason does not have to lift half his body every brick. He therefore lays more bricks happier, better and easier.

NOW TO THE MUSTARD

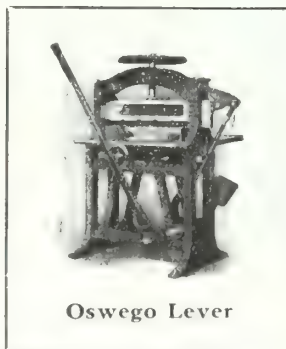
Every single unnecessary body movement possible is eliminated in the operating of the new Oswego Auto Rapid-Production Cutting Machine. No flexing side muscles to reach the starting lever. (There are two on the Oswego Auto, each right at hand where you want it.)

A moving picture of the operator's body motions on the Oswego Auto shows less space covered by him and less lost time, muscle fag saved, and a fresher, happier man at four in the afternoon, with the consequent probable increase in output, therefore, of 30%, often more.

An operator, asked why he prefers the Oswego Auto Rapid-Production cutting machine, answers, "Because it is so easy on you." That is, the Oswego Auto Rapid-Production cutting machine cuts accurately (guaranteed) the maximum quantity in the minimum floor space quietly, safely and easily. That is high performance indeed.

Details of the new mechanism securing this rapid and excellent production will be sent you gladly upon request.

It Will Pay You Well to Study Your Cutting-Room Costs.



Oswego Lever

OSWEGO MACHINE WORKS

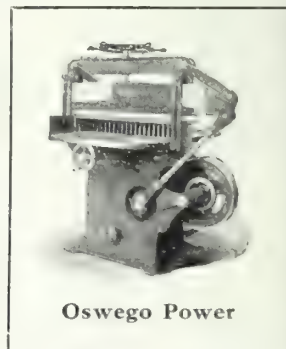
NIEL GRAY, Jr., Proprietor

OSWEGO, N. Y., U. S. A.

CUTTING MACHINES EXCLUSIVELY.
NINETY SIZES AND STYLES 16" TO 84"

Made in America.

For Paper, Board, Cloth, Celluloid, Foil, Leather, etc.



Oswego Power

By the way, do you know your unit costs of cutting?

AMERICAN

Model 31

7⁰⁰

6 Wheels

With drop-cipher wheels

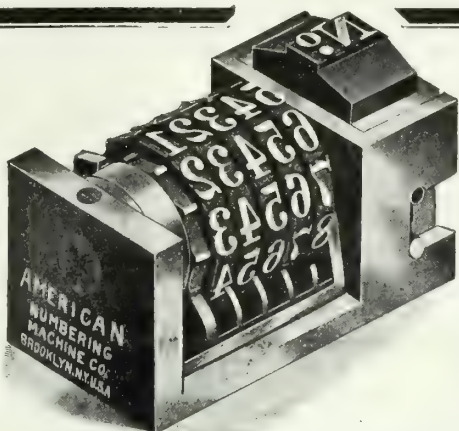
Model 30

6⁰⁰

5 Wheels

American Numbering Machine Co.

224-226 Shepherd Ave., Brooklyn, N.Y.
123 W. Madison St., Chicago, Ill.
2 Cooper St., Manchester, England



Specify AMERICAN when ordering

AMERICAN

Model 60

4⁰⁰

5 Wheels

Solid wheels, no drop-ciphers

Model 61

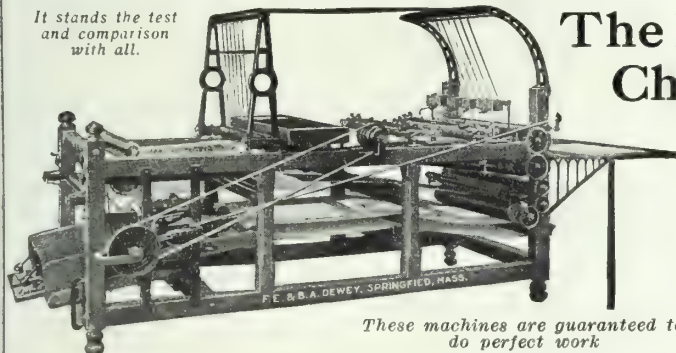
5⁰⁰

6 Wheels

In stock and for sale by

Dealers Everywhere

*It stands the test
and comparison
with all.*



*These machines are guaranteed to
do perfect work*

F. E. & B. A. DEWEY, Springfield, Mass.,

The Dewey Ruling Machine Challenges Comparison

The Dewey ruler has won its high favor in the binding business solely on merit. This machine meets every requirement, as its builders have had long experience in successfully satisfying the demands of the trade. The Dewey ruler has a number of EXCLUSIVE features not found in other makes. Be sure and investigate the Dewey line when in the market for ruling machines.

First made in 1863

Since 1910 many improvements added

Write for catalog

Agents: Miller & Richard, Toronto, Montreal,
Winnipeg and Vancouver

NON-CURLING Gummed Paper
only costs a few cents a ream
more than the curly sort and you
make a friend of your customer by
giving it to him for his labels.

Samuel Jones & Co.

Gummed Paper Makers

Bridewell Place : London, Eng.

ROSER'S PIGSKIN LEATHER

is tanned by the best oak-bark process,
it has a strong fibre, and it is free from
any injurious acid. This insures a
leather of the greatest durability, and
bindings made from it are permanent.

Manufactured by

HERMANN ROSER & SON

ESTABLISHED 1854

GLASTONBURY, CONN.

SELLERS OF



"MADE IN CANADA"
BOND PAPERS

*Brass Rule Made to Order**Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY TYPE and SUPPLIES

*92 McGill Street, Montreal**'Phone Main 1892*

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

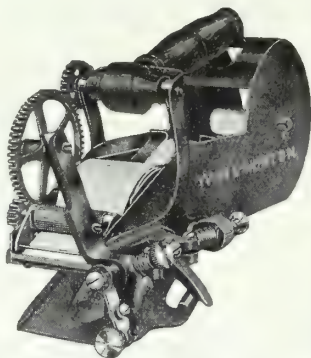
Wing-Horton Mailers

ARE THE BEST
THE WORLD OVER

They are for sale by all
Printers' Supply Houses.

TORONTO TYPE
FOUNDRY CO., Ltd.
TORONTO, - ONTARIO
General Agents for Canada

CHAUNCEY WING
Manufacturer
GREENFIELD, - MASS.



TORONTO ELECTROTYPE &
STEREOTYPE CO., LIMITED
111 ADELAIDE STREET WEST, TORONTO

have installed a Special Process
for Reproducing Electrotypes
from Halftones.

Our work and rapidity of service
unequalled. Out-of-town
customers will please note.

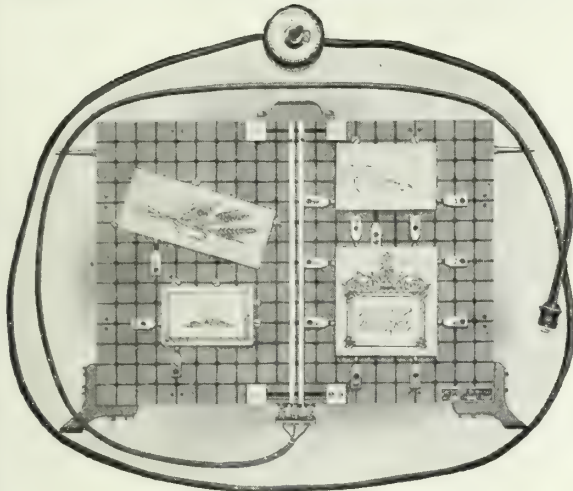


TRAYTON BLABER, Manager

WHY let that idle press run up your costs
and overhead when you may readily
dispose of it through a

PRINTER & PUBLISHER WANT AD

Two cents a word will put you in intimate touch with eighty per cent. of all your fellow printers and publishers in Canada. Send in your copy *to-day* to ensure insertion in our next issue.



SHOWING FLEXIBLE LOCK-UP SYSTEM

VANBOSSER

Electrically Heated Mounting Block for Embossing Dies

Locked Up On Any Platen Press—Just the Same as an Ordinary Chase.

Patented in Canada. Any Infringement will be Vigorously Prosecuted.

The Vanbosser is the first and only successful electrically heated mounting block upon which a large number of embossing dies can be locked and independently registered into type form or design.

If you can't lock up as many dies as face of block will hold—one-half inch apart—a heater device for embossing is not a success. The Vanbosser does this and more—it scores and embosses with the same impression. Forms can be easily and accurately registered without removing chase from press.

Attach cord to any lamp socket and in fifteen minutes 450 degrees of heat, controllable down to 200 degrees, is projected right into the die, without superheating the press.

Only ordinary type-form pressure is required to emboss "The Vanbosser Way."

Did you receive a copy of our attractive offer?

MILLER & RICHARD, Toronto and Winnipeg

Photo Engravers Commercial Photographers Illustrators

Sixty Four Temperance St.,
Toronto.

The Best Defensive is an Ardent Attack

IN chess, in play, in war, and in business the best defensive is an ardent attack.

Leadership and success are not mere matters of position and resources. They are matters of spirit.

The spirit of leadership and success shows itself in aggressive action.

In Canada eventual leadership and success in manufacturing, wholesale and retail enterprise will belong to those who push forward now and always. Those who seek merely to conserve their position become stationary and expose themselves to the danger of ultimate destruction.

These are the lessons and facts of history.

The occupation of new fields of trade and the winning of new customers are achieved at the least cost of money and time by the adoption of a strong, constantly-maintained and prudent policy of advertising in the public press.

**Maintenance of attack wears down
resistance**

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Largest Printers' Convention Ever Held

Gathering of United Typothetae and Franklin Clubs in New
York—Program of Brief, Pointed Addresses on Vital Topics

THE MOST largely attended and altogether the most successful ever held was the record established by the Twenty-eighth Annual Convention of the United Typothetae and Franklin Clubs of America, which met at the Waldorf-Astoria Hotel, New York, October 6, 7 and 8. The Association had a membership of 1,691 on August 31 of this year but the attendance at the Convention exceeded this number by several hundred, the registration reaching the total of 1,718. Thus a feature of the Convention was the unusually large attendance of visitors—printers not identified with the organization.

Great praise is due the Program Committee for the very excellent program provided and the smoothness with which every session of the Convention was carried through. No less than 53 addresses on vital trade topics were scheduled to be given and all but two were delivered. The program was split up into various divisions such as "Credits," "Business Administration," "The Bonus System," "Shop Management," etc., and two or three speakers were allotted to each topic. Needless to say, these speakers were the best that could be secured in their respective lines. All addresses were limited to ten minutes each and the speakers kept within the allotted time remarkably well. There was absolutely no discussion following any of the addresses and this innovation proved a very satisfactory one indeed and was favorably commented on by many of those present. It is believed the fixing of a ten-minute limit to addresses had the effect of providing larger audiences. At any rate the attendance at all the sessions was surprisingly large.

The cost commission found during the year the composite hour cost of 107 shops to be; for hand composition, \$1.36; linotype, \$1.85; job press, 72 cents; and cylinder press, \$1.98.

Albert W. Findlay, of Boston, was elected president.

The indications point to Los Angeles as the next convention city but this is a matter that will be finally decided later by the Executive Committee.

The Typothetae's membership in Canada is not large and is confined pretty much to the western provinces so it is not surprising that the attendance of Canadian printers at the Convention was not large. Some of those present, however, were George H. Saults and John Stovel of Winnipeg, A. L. Lewis, Douglas Murray and Daniel Baker, of Toronto, W. A. Desbarats and Chas. H. Tice, of Montreal, and W. A. Monaghan of Halifax.

At the opening session of the Convention the retiring president, George M. Courts, emphasized the necessity of a continued maintenance of cost study. The broader scope of the work of the Central Office was dealt upon at some length and the great service now rendered members by the office was a strong point brought out in detail. The great benefits offered to members by the Indianapolis School for Technical Training was brought to the attention of the members, and they were urged to avail themselves of its advantages and opportunities for supplying themselves with a better and more thoroughly trained class of efficient craftsmen. He paid a high compliment to the present secretary, P. P. Tyler, by congratulating the organization on having the right man in the right place. The trade press received praise and commendation for its untiring efforts in reporting and advocating the work which was being done by the organization. He stated that while the resources of the organization were in excellent shape, they should be watched and conserved, for with the increasing demands for activity and service there would be further need to see that the avenues from whence the revenues were derived should not be impaired. The efficient work of the Executive Council was warmly commended.

There were so many excellent papers given at the Convention, all of which contain much that is helpful and interesting, that an attempt can only be made here to mention briefly a very few of them.

BUSINESS ADMINISTRATION.

This important subject was admirably handled by two of the most able members of the organization. I. H. Rice, Geo. Rice & Sons, Los Angeles, Cal., went into considerable detail and had printed and distributed among the audience small charts illustrating the points made in his paper. He said the business management of the printing business was of the same degree of importance as the main-spring of a watch. In a broad way the manager of a printing business should possess a variety of virtues and a willingness for responsibility that would sink a banker or the average merchant in the slough of discouragement. He must also have a faculty for system—system not only in his own duties, but be able to impart this faculty to his immediate subordinates, on whom he must depend. He must be a store house of information on every detail of his business. He must know manufacturing, purchasing, selling,

financing and ever keep a watchful eye on the office end of the business. The success of any printing business can never be greater than the capacity of the business administration.

J. C. McQuiddy, of the McQuiddy Printing Co., Nashville, said the first essential of business administration is good financing—to so manage the business that more money comes in than is paid out, and further that the “ins” should be in the bank, and not on paper. He said no printing office could maintain proper hour costs without an efficient office management. As the spokes of a wheel all centre in the hub, so every department of the printing office draws its strength and vitality from the business office. Every master printer must know his business from Alpha to Omega. He cannot stop leaks if he does not know where they are. Neither can he stop them by trying to do all the work himself. The master’s eyes are worth more than his hands, and many a printer fails because he tries to do all the work himself. He held that the selling end of the business was of great importance. The selling of their product was costing master printers too much money, because they were investing in too many prospective salesmen without knowledge or training. Bad debts were a vital point for the business administrator to watch. In our anxiety to get business we should not make uncollectable debts. A bad debt is worse than nothing. Every job should show a reasonable profit—an excessive profit brings destruction to the printer as surely as no profit. Customers should transact business in the office and not with workmen in the different departments. The business end should keep in close touch with all its customers.

CREDITS.

A. J. Brower, of the Isaac H. Blanchard Co., New York, told of the vital importance of a credit system, centered in one head, with a comprehensive view of both the dangers and discouragements that come to the printing industry from a failure to scrutinize prospective customers closely, and also the importance of closely following up past due accounts. He told in an understanding way of the system used by his concern. No concern is stronger, financially, than its credit department, and here profits disappear faster than anywhere if work is accepted or executed for which it is impossible or doubtful to collect.

THE PRINTER'S RESPONSIBILITY FOR THE RESPECTABILITY OF HIS PRODUCT.

This subject was handled by T. E. Donnelley, of the Lakeside Press, Chicago, briefly, but in a way that at once reached the hearts and secured the approval of all those who heard him. The keynote was we printers must be honest with ourselves; that we must be righteous not only in our personal, but in our business lives if we would make the printing business constructive. That no printer should manufacture printing, no matter how great the profit, which he knew to be morally wrong and of a destructive character. For example, a printer who was opposed to the manufacture of intoxicating liquors and beverages or similar character, could not honestly do printing for a brewery, a distillery, or for anyone engaged in the business in any way; that the printing of booklets, and advertising literature for promoters of irresponsible and questionable schemes, no matter how great the profit to the printer, was wrong and no honest printer who desired to keep his business clean and respectable would countenance such practices. His remarks were heartily applauded at the close.

VIEWPOINT OF THE BUYER OF PRINTING.

This was an unusually interesting topic, as it gave those who manufacture printing a view of what the buyer wants; what he must have, and proved conclusively that the question of price is not the only thing considered.

H. J. Beardsley, advertising manager of Charles William Stores, New York, presented the difficulties he encountered in buying printing. The advertising value of printing seldom receives consideration by the printer, and he usually comes to the customer offering nothing but paper, ink and labor. To justify his expenditure the customer must have some assurance of the value of the printing to him—it must possess an advertising value; a value that will sell the goods advertised.

Harry Tipper, advertising manager of the Texas Co., New York, said he represented the layman buyer, and when he is in the market he must buy something more than mechanical details—he must have a real advertising service, and he always considers first the effect of the purchase on the customer. Service must govern production—results are the only measure of value, no matter how elaborate or artistic the printing. He said he was always puzzled by the specifications submitted by the different printers, and not being an expert he had no basis for comparison. There was too much variation in prices on the same specifications for him to understand—often as much as 33 1-3 per cent. Printing salesmen ought to be able to explain these variations satisfactorily, but they never do. He had tried out many printers, and had finally decided on a few whom he knew to be dependable, and gets no bids or prices except as an occasional check, this policy was to discriminate against those printers who would not take their full share of responsibility, and this responsibility covers something more than the mere manufacture of the printing—it reaches to the results desired to be accomplished by the customer.

O. C. Harn, advertising manager of the National Lead Co., New York, followed with an exceptionally good paper in which suggestive, creative service by the printer was the keynote. Like both of the other speakers, he said there is more, much more, in the buying of printing than the mere price of the completed work. The advertiser must have ideas; he must have the helpful service of the printer in creating advertising that will increase his orders and his profits. That this is a part of the obligation of the printer to the customer, and when he meets it fully and fairly he will then be able to sell his product on a basis other than a competitive one—competition would mean something more than the matter of price.

PROMOTING KNOWLEDGE IN ESTIMATING.

E. P. Mickel, secretary Nashville Printers' Club, Nashville, Tenn., speaking on the above subject, held that printing had already been over-estimated and under-sold; that the great danger was in our conception of what the estimate was really for; that the estimate should not be depended on to sell the job, but only used as a guide as to what the probable cost of the work would be under normal conditions. As to promoting a knowledge of estimating he said:

“Those of us who are in organization work as “hired men” are continually called upon to train estimators, to hold classes and impart knowledge so that the young man may learn how to estimate and the ways of the older men be improved and corrected. Everyone who feels called upon to learn estimating cannot succeed by mere class training. There are not now, and never will be, any set rules that may be studied and learned like the multiplication table, which may be applied to all work as it comes up for estimating. There must be a broader knowledge. It may be possible in the simpler forms of commercial work, which are much safer handled by a price list, that this may be done, but for the larger work we must have a foundation on which to build and train our estimators; a practical knowledge of the different operations and methods which are required to produce the finished work. In other words, the estimator must be able to completely analyze the job placed before him for estimating. He must be able to lay

it out and say which is the most advantageous, the most economical and best way it should pass through the work rooms, taking into consideration his own plant's equipment, efficiency and hour costs. This knowledge is essential in order to make an estimate that is safe alike to the customer and to the office. We can promote a general knowledge as to the normal hour cost, the average hour cost, if you please, based on average equipment, when we have a continuous record of the different machines used in the manufacture of printing, extended over a long space of time we may have a safe basis for arriving at a standard unit of production. But the hour cost and the unit of production alone are not sufficient. They are essential, they will go a long way towards a basis for standardizing and imparting a knowledge in estimating, but there are so many other things that enter into an estimate on work of any consequence that I believe it is impossible and impracticable to lay down any set of instructions whereby an estimate can be made by simply the studying of rules."

THE REMEDY FOR OVER-EQUIPMENT.

Fred Webster, advertising manager of the American Writing Paper Co., gave some interesting and new ideas on this question in his paper. Government statistics show, says Mr. Webster, the printers of the United States are doing only \$250,000,000 worth of business on \$202,000,000 investment. The remedy lies mainly in more business, which the Paper Makers' Advertising Club is going to show the printers how to get. A help to the solution would also be the junketing of obsolete equipment. He said:

"In facing this problem we found that junking of our out-of-date equipment would not entirely remedy the evil. More sales were what your industry must have. Figures show that more sales are necessary, and as your partners in the effort to obtain larger production we naturally resolved on a creative solution rather than a destructive one. What is more to the purpose, we found that there was a logical market for increased printing, that there is an immense and a very much undeveloped market for your efforts in direct-by-mail advertising—printing—your product."

PRINTERMAN AND PAPERMAN; PARTNERS OR NEIGHBORS—WHICH?

Geo. Olmstead, of the J. W. Butler Paper Co., Chicago, had evidently given much thought and consideration to this subject, as it involved that vexed, puzzling question, the "Long Price List," and the protection of the printer against his customer who desires to buy stock direct. Mr. Olmstead discussed the question fairly, but claimed there were questions involved that, while one solution was practical in one locality, it would not work in another; that the question could best be solved by a better understanding and a closer relation between the printerman and the paperman.



Does it Pay to Save Old Twine ?

By H. R. Hayes

The saving of old twine, or used twine, has the appearance of economy, yet the fact is, it is the most expensive way to handle the string proposition. Labor, being the most expensive thing the employing printer has to buy, makes the saving of old twine false economy.

The time used by the compositor in winding and unwinding one string would buy about a half-ball of new twine.

In order that you may realize the truth of the following figures, ask for the "string box" the next time you meander through the composing room; select a string, and see just

how long it takes you to unwind and wind it up on your fingers. Count the time required to select as well as to unwind and wind it. No printer takes the first string in the box; he always has to find a "good one," and they as a rule are scarce. If the opportunity permits, time a compositor as he selects and prepares a string for trying up his form. You will be surprised.

Suppose, as a basis for figures, that the compositor's scale of wages is \$25 per week of 48 hours, 52½ cents per hour or \$.00875 per minute.

Common twine wholesales at 20 cents per pound. A pound consists of about seven balls of about 800 feet, or a total of 5,600 feet, making the cost of the average size "string" (10 feet), \$.000357.

Experience and careful check up has shown that a compositor will spend from 30 to 40 seconds unwinding or getting 10 feet of string in shape before he starts to tie up his form; 40 seconds of time equals about \$.00582, or about fourteen times the cost of new twine. If it stopped right there you would not be so bad off, but it required a man 30 seconds to wind it around his fingers and place it in the string box when it was last taken off the form, so that adds \$.00437 more.

An average of one out of every three strings will tangle and have to be discarded; each one of these will require from 30 seconds to two minutes of the compositor's time to discover that it cannot be used, so we will be forced to add 45 seconds more time to cover that loss, \$.00675. There is one more item, which can hardly be averaged, as it depends greatly on the workman. That is the pieing of a job on account of the "rotten string." A careful workman will seldom have an accident of this kind; yet it will happen; and if the job be six-point it might amount to several dollars. But to cover this item, we will add only \$.00050 which brings the total cost of 10 feet of "old string" up to \$.01744, or almost two cents, while the 100 feet of new twine would cost less than half a mill.

Thus 10 feet of old twine costs you 46 times as much as 10 feet of new twine and you use a second and third-hand article.

SUMMARY.

| | |
|---|----------|
| Time winding string, 30 seconds..... | \$.00437 |
| Time selecting and getting twine ready for
tying form, 40 seconds..... | .00582 |
| Time lost by string tangling, 45 seconds.. | .00675 |
| Time lost by pieing form..... | .00050 |
| Total cost of old twine..... | .017440 |
| Original cost of 10 feet new twine..... | .000357 |
| Loss on each 10 feet of old twine every time
it is used..... | .017083 |

To make it perfectly clear, you lose nearly one and three-fourths cents on every old twine each time you use it.

Better go dump that "string box" right now.

In the mind of the writer, the cheapest way to handle the string proposition is to furnish each compositor with a new ball of twine, let him keep it in a box, convenient to his hand, that he may tie up his form right off the ball; then when it comes to the lockup, let him cut the string with his scissors, or draw it off without cutting, and toss it into the waste basket, never to be used again. Sounds reckless, doesn't it? But you try it and you will be money ahead. Possibly to some of us it will not amount to more than a couple of dollars per year, yet you may as well save that two dollars. The only way you could lose on this proposition would be to pay your compositor less than \$1 per year.

If you pay him even \$8 per week you will be money ahead to use new twine.

The writer is not interested in the sale of twine.

A PAGE FOR APPRENTICES

Conducted by J. W. Short
Superintendent Hurley Printing Co., Brantford

Part II—Elementary Color Harmony

IT WILL be noticed from the engraver's proof of a three-color cut that the color chart gives yellow, red and blue in this order as the three colors used. These three colors are called the primary colors, so-called because by admixture of any other colors these primary colors cannot be produced, but by mixing these same three colors any other color can be made.

Green, orange and violet (secondary colors) derive their name from the fact that by mixing the primary colors together the secondary colors are produced, e.g., yellow and red combined produce orange; yellow and blue green; and red and blue, violet.

The third group or tertiary colors are comprised of russet, citron and olive—two of the secondary colors combining to produce the colors of the tertiary—citron, orange and green; olive, green and violet; russet, violet and orange.

The color which harmonizes naturally, so to speak, with any of these is its complementary color, or color that is furthest removed. (See suggested color-combinations appended.) To find this complement of a color take for instance the names of the primary colors. Yellow and red combined make orange, therefore the complement of orange is the primary color not used in its make-up—blue. Green (yellow and blue) complement red. Violet (red and blue) complement yellow. Thus the contrast of two colors furthest apart gives us the combination of colors which harmonize correctly for two-color printing.

Green, blue and violet are termed "cold" colors; red, orange and yellow are "warm" colors.

Black harmonizes with any color actually, but is seen to better advantage in conjunction with "warm" colors. If used with "cold" colors, the latter should be toned down by adding white to them, as this tends to brighten the job by contrast with the black. In using the "cold" and "warm" colors together the "cold" should predominate or cover the largest area.

Gold also, judiciously used, is of a most obliging disposition, and can be used with any other color except, perhaps, light orange. Gold should, however, be used sparingly on a job or else a gaudy effect will be the result.

Black and red are perhaps the two colors most used together in typography, but if yellow is added to the red the effect is considerably enhanced. A little yellow added to a poster red will improve the color and also keep same from fading.

A simple but most effective color-scheme is to make use of tinted stock and print with a shade and tint of the same color, thus: blue tinted stock, shade of blue (blue darkened with a little black), and tint of blue (blue lightened with white). The same color-scheme can be effectively used on stock of a complementary color, i.e., the two blues on light orange stock, and so on.

Note should be made in choosing the color scheme that the colors are only true to name on white stock. Red ink on blue paper looks like violet; yellow on red becomes orange; orange on orange becomes denser; violet on red, purple; blue on orange, plum; green on violet, gray-green.

SOME USEFUL TINTS.

| | |
|------------------------------|-----------------------------|
| Gray is black and white. | Granite, blue and gray. |
| Salmon, white and orange. | Lilac, white and purple. |
| Coral, lemon and vermillion. | Straw, lemon and raw umber. |

(Any color reduced with white gives tint of that color.)

USEFUL COMBINATIONS.

Two colors:

| | |
|------------------------|-------------------------------|
| White and violet. | Maroon (red and gray) and |
| Yellow and violet. | Sage (green and gray). |
| Orange and blue. | Citron (yellow and gray) and |
| Orange and dark green. | Slate (blue and gray). |
| Green and violet. | Olive (yellow-green and gray) |
| Violet and orange. | and Lavender (violet and |
| Citron and violet. | gray). |
| Green and russet. | Sage (green and gray) and |
| Purple and green. | Plum (purple and gray). |

Three Colors:

| | |
|-------------------------------|------------------------------|
| Red, yellow and dark blue. | Yellow-orange, brown and |
| | purple. |
| Orange, black and light blue. | Dark blue, orange and dark |
| | brown. |
| Flesh color, dark green and | Black, green-yellow and ger- |
| purple. | anium. |

Four colors:

| | |
|----------------------------------|----------------------------|
| Black, light green, red and gold | Black, geranium, dark blue |
| Dark red, dark green, gray- | and sienna. |
| brown and black. | |



Elimination of Speculation Good for Trade

M. J. GASKELL, head of the Thompson Stationery Co., of Vancouver and Victoria, was a trade visitor in Toronto the latter part of September. Mr. Gaskell is well known as a conservative business man, but he felt that something should be done to assure the trade in general that Western Canada, and British Columbia particularly, with which he was thoroughly familiar, was not at all in the dire straits commercially that have been pictured in pessimistic reports that have been widely circulated. As a matter of fact, Mr. Gaskell said the turning point had been reached, and business was better at present than for some months past. The speculative element of Western enterprise had been largely eliminated to the country's great good, and it was now depending upon its own natural resources, which gave the most encouraging promise for the future.

Dominion Government a National Advertiser

Precedent Established in Decision to Use Display Advertising to Save Apple Situation—Good Results Already Obtained—Will Stimulate Other Campaigns

A CAMPAIGN that marks a distinctly new era in newspaper advertising in Canada was commenced the past month by the Department of Trade and Commerce, Canada, under the direction of Sir George E. Foster. This has come to be spoken of as the "Apple Campaign" and it is designed to educate the Canadian public to the food value of the Canadian apple and the many uses to which this magnificent but hitherto insufficiently appreciated fruit may be put.

The campaign is significant first of all because it opens up an entirely new field to Canadian newspapers and at the same time suggests numerous other out-of-the-ordinary fields that would yield more abundant returns if tilled by newspaper advertising. This phase of the situation is referred to at greater length in an editorial in this issue.

Publishers throughout Canada have been, almost since the war began, fully cognizant of the fact that the apple crop, along with much other Canadian grown foodstuffs, would have its usual market in Great Britain and Europe seriously interfered with. In fact it has been realized for some time that a large part of the Canadian apple crop was in a fair way to being wasted for want of a market

gestion for the Apple Campaign originated with Canadian Press Association. The Manager of the C. P. A. made personal visits to Ottawa and, breaking through the red tape that sometimes prevents valuable suggestions from being acted upon, obtained successful interviews with Sir George E. Foster, Minister of Trade and Commerce, Hon. Martin Burrell, Minister of Agriculture, G. F. O'Halloran,

Buy them by the Barrel or the Box!
You can't have too many at Halloween!

Make Sure It Is Canadian—Economic, Delicious
This time a crop is abundant and available. You need to buy the best of Canada's apples. Buy a barrel or a box.

GET THIS BOOK FREE
274 delicious recipes and full instructions on how to enjoy apples are given in the new book, "Book of Apple Delights".

FREE BOOK OF APPLE DELICIES
This book is a valuable addition to your home. It contains 274 delicious recipes and full instructions on how to enjoy apples. It is a must for every home.

DOMINION GOVERNMENT
Department of Trade and Commerce, Apple Division
OTTAWA

Typical Advertisements in the Government Apple Campaign.

Deputy Minister of Agriculture and D. Johnston, Fruit Commissioner of the Department of Agriculture. The manager pointed out to these Government officials that a judicious expenditure of a reasonable amount in newspaper advertising would create a home market for the Canadian crop to replace the foreign trade channels cut off as a result of the war. He also suggested that if the advertising were made to appeal to Canadians along the line of buying grown-in-Canada apples, the result would be to shut out the usual importations of large quantities of apples from the United States, thus giving the home grown fruit supremacy in its own field. In order to ensure these results being accomplished the manager urged the expenditure of at least \$15,000 in an educational display advertising campaign to increase the consumption of apples in Canada. The representatives of the Government were not long in recognizing the possibilities of the campaign and an initial appropriation of \$10,000 was decided upon. This was later increased to the neighborhood of \$12,000 and there is, of course, the possibility of its being still further increased should additional expenditure appear expedient.

The campaign was immediately placed in the hands of J. J. Gibbons Limited advertising agency by the Department of Trade and Commerce and copy and instructions were sent to a list of dailies a few days later. The copy furnished, both in argument and display, needs no apology. A couple, in fact three of the advertisements, are reproduced on this page and speak for themselves. Another ad, not shown here features an illustration of three school boys with the caption "But there ain't no core." One of

Be Loyal Canadians—Buy Canada-Grown Apples

Paragon Limited
APPLES
Wentworth, Richmond, York, and others. \$1.50 per bushel. Today is your last chance to buy at this price.

You Are Casting
your ballot for the nation's future. Buy Canada-grown apples. They are the best and the most economical.

PHONE 2613
Opp. Leader Building

APPLES
200 bushels of C. apples. Price \$1.40. 100 bushels of C. apples. Price \$1.40. 50 bushels of C. apples. Price \$1.40. 25 bushels of C. apples. Price \$1.40. 10 bushels of C. apples. Price \$1.40. 5 bushels of C. apples. Price \$1.40. 2 bushels of C. apples. Price \$1.40. 1 bushel of C. apples. Price \$1.40.

Canadians! Enjoy Canada's National Fruit
The apple is the most important fruit in Canada. It is the most abundant and the most economical. Buy Canada-grown apples. They are the best and the most economical.

R. H. WILLIAMS AND SONS
APPLES
We have secured a large shipment of Ontario apples, packed in one of our famous apple varieties in Ontario.

Spys Baldwins Greenings Kings Russets
To arrive about October 20th and will be sold at a very low price.

Special This Week For Thanksgiving
Price 10¢ per bushel. 20¢ per bushel. 30¢ per bushel. 40¢ per bushel. 50¢ per bushel. 60¢ per bushel. 70¢ per bushel. 80¢ per bushel. 90¢ per bushel. 1.00 per bushel. 1.10 per bushel. 1.20 per bushel. 1.30 per bushel. 1.40 per bushel. 1.50 per bushel. 1.60 per bushel. 1.70 per bushel. 1.80 per bushel. 1.90 per bushel. 2.00 per bushel. 2.10 per bushel. 2.20 per bushel. 2.30 per bushel. 2.40 per bushel. 2.50 per bushel. 2.60 per bushel. 2.70 per bushel. 2.80 per bushel. 2.90 per bushel. 3.00 per bushel. 3.10 per bushel. 3.20 per bushel. 3.30 per bushel. 3.40 per bushel. 3.50 per bushel. 3.60 per bushel. 3.70 per bushel. 3.80 per bushel. 3.90 per bushel. 4.00 per bushel. 4.10 per bushel. 4.20 per bushel. 4.30 per bushel. 4.40 per bushel. 4.50 per bushel. 4.60 per bushel. 4.70 per bushel. 4.80 per bushel. 4.90 per bushel. 5.00 per bushel. 5.10 per bushel. 5.20 per bushel. 5.30 per bushel. 5.40 per bushel. 5.50 per bushel. 5.60 per bushel. 5.70 per bushel. 5.80 per bushel. 5.90 per bushel. 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the paragraphs in this ad. reads "Give them baked apples for breakfast, apple tarts at luncheon, apple sauce at supper, and put a big red apple in their lunchbasket."

RETURNS FROM ADVERTISING IMMEDIATE AND LARGE.

Each of the advertisements contains an invitation to write to the Department for a copy of a free booklet entitled "The Book of Apple Delights." This was not only splendid co-operation with the newspaper advertising in making the general campaign successful but also served as an index to keep the Department advised of the actual results being produced by the newspaper copy. The returns so far, as indicated by the requests for the booklet, have been most gratifying. Up to Wednesday, October 14, 13,000 requests had been received by the Department for the free booklet, and they were continuing to arrive at the rate of a thousand a day. This record speaks volumes for the tremendous pulling power of newspaper advertising.

SUBSIDIARY CAMPAIGNS.

One of the most encouraging features of the apple campaign, and it should be characteristic of similar campaigns that may be conducted in future, is that its influence is very far-reaching. First of all there are the possibilities for developing special advertising among local retailers of apples, inviting them to take advantage of the opportunity to "cash in" on the favorable impression already created on behalf of apples as a result of the Government campaign. The C. P. A. Bulletin offered the suggestion that such advertising should be given position immediately following the Government copy, thus increasing the effectiveness of both the advertising to stimulate a demand for apples and that which was designed to produce actual sales. An example of the practicability of this suggestion and the excellent manner in which it may be developed is shown herewith in a page reproduced from *Regina Leader*. It is not too much to say that the Government advertisement was the sole means of securing every one of the other advertisements on this page. The same plan can be readily worked out by other papers and no doubt has been by some. Another way in which additional advertising can be developed as a result of the apple campaign is by interesting apple growers' associations to the extent of conducting subsidiary campaigns. One of these associations, The United Fruit Companies Limited, Berwick, N.S., has already commenced such a campaign and it is probable that others will follow. The Manager of the C. P. A. has furnished lists of all such associations to all recognized advertising agencies and all daily newspapers, in order that every influence might be brought to bear upon these prospects to get them to act while the opportunity is at its best.



"Formula" for Figuring Good-Will Value

IF THE reappraisal of the estate of Joseph Pulitzer, which was filed with the Surrogate of New York County, September 22, is accepted, it will doubtless constitute an important precedent, and will be referred to whenever there is occasion to estimate the value of the good-will of a business. It will be remembered that the first appraisal, filed in November, 1912, was rejected by the Surrogate on the grounds that the newspaper properties (the *New York World* and *St. Louis Post-Dispatch*) were undervalued. This new appraisal, which increases the valuation of the estate from \$16,843,484.01 to \$18,637,545, differs from the former estimate chiefly by reason of a change in figuring the good-will.

The following tables from the report of the appraiser indicate the method which was pursued:

PRESS PUBLISHING COMPANY.

(New York World.)

| | |
|--|----------------------|
| Average net earnings (four years prior to death less bonuses to employees) | \$541,330.25 |
| Deductions: | |
| Sixty per cent. of increase of cost of white paper | \$210,000.00 |
| Allowance for decedent's services | 100,000.00 |
| Six per cent. on capital invested | 121,350.00 |
| Six per cent. on valuation of Associated Press memberships | 2,800.00 |
| | <hr/> 460,150.00 |
| Average net earnings less deductions as a basis for capitalization | <hr/> \$81,180.25 |
| Good will: \$81,180.25 (balance of net income capitalized at 10 per cent.) | \$811,802.25 |
| Two Associated Press memberships appraised at \$240,000 each | 480,000.00 |
| Appraised value of assets over liabilities | <hr/> 2,022,514.00 |
| Total value | <hr/> \$3,314,316.25 |

PULITZER PUBLISHING COMPANY.

(St. Louis Post-Dispatch.)

| | |
|--|----------------------|
| Average net earnings, (four years prior to death) | \$408,456.00 |
| Sixty per cent. of increase of cost of white paper | 54,600.00 |
| Decedent's services | 100,000.00 |
| Six per cent. on capital invested (717,417.75) | 43,045.00 |
| Six per cent. on valuation of Associated Press Membership | 14,400.00 |
| | <hr/> 212,045.00 |
| Average net earnings, less deductions | <hr/> \$196,411.00 |
| Good will: \$196,411 (balance of net income capitalized at 10 per cent.) | \$1,964,110.00 |
| One Associated Press Membership | 240,000.00 |
| Appraised value of assets over liabilities | <hr/> 717,417.75 |
| Total value | <hr/> \$2,921,527.75 |

The most important change from the method pursued in the first appraisal is the fact that the good-will is now assumed to be equal to ten times the annual profits (minus deductions), instead of only six and two-thirds times. There are other changes, such as the inclusion of Associated Press franchises and the subtraction of only sixty per cent. of the increased cost of print paper instead of the total cost, but they have to do almost exclusively with the particular properties under examination. The question as to whether the good-will of a well-established business is equal to ten years' profit, or a third less, is of interest to almost any man. According to those authorities who have studied this particular problem for nearly three years, it is now placed at the higher figure.

If the appraiser's report is accepted by the Surrogate, it will, as stated above, probably constitute a precedent. The method of computing the good-will may, perhaps, be regarded as a formula for ascertaining the good-will value of any publication, and with certain modifications, for other businesses. Some of the factors in the equation are purely arbitrary, and may be argued indefinitely, but the intangible nature of good-will seems to render such a condition inevitable.—*Printer's Ink*.



If you have the space, publish a two-part story—that is, one that starts to-day and ends to-morrow. Alongside the story that ends to-day, start the one that will be concluded to-morrow. Continue this without fail, and you will hold readers you would not get in any other way.



The *London Times* announces that for the sum of £15 (\$73), it will in perpetuity publish a four-line memorial notice each year on the day of death of any person so paid for. The idea is not an unprofitable one, as this sum, invested in four per cent. securities, would give a yearly return of \$2.92, or 73 cents per line.

THE EDITORS' VIEWPOINT

Keep Printing Orders at Home

HERE NEVER was a better time than the present for printers to foster what has come to be known as "the home town movement." Perhaps no business has suffered to a greater extent or more unjustly through orders being sent out of town and even out of the country than has the printing industry. Municipal bodies have been by no means the least offenders. Only a few weeks ago the question was asked in a Calgary city council meeting as to why the street car transfers used by the civic line were not produced in the city. The excuse given by the Street Railway Superintendent was by no means insurmountable and in future this work will be done at home, where it belongs. Now that the wedge has been entered in that city it is probable that no civic work will be sent east or south unless it is absolutely impossible to produce it at home. Campaigns were conducted some time ago in Edmonton and Winnipeg, and it is understood a fairly satisfactory state of affairs now exists in these cities and in Regina as well. There are some other western towns and cities, however, that have as yet given very little consideration to their local printers, despite their expressed

anxiety to secure new industries and to keep as many men employed as possible. The pinch of hard times is driving home the lesson that municipal officials in both western and eastern Canada have been slow to learn that every dollar spent in the community is a cumulative investment while every dollar sent outside the community helps to build up some other community to the detriment of their own. Printers who have been unjustly treated in the past should make a vigorous campaign at the present to secure all municipal printing orders and when progress has been made along that line it will be comparatively easy to successfully approach any offenders among business concerns that have been a thorn in the flesh in the past. In doing this printers should emphasize the need for loyalty in connection with business affairs at home as well as in connection with the things that pertain directly to the great war. Don't let pass the present opportunity for diverting printing orders into their proper channels. You will be rendering a service to your community as well as to yourself by making the most of it.



Temporizing With Objectionable Advertising

AT THE 56th Annual Meeting of Canadian Press Association there was adopted unanimously a "Standard for the Guidance of Publishers in Connection with Objectionable Advertising." This Standard was printed in full on page 76 of the September number of *PRINTER AND PUBLISHER*. It is, of course, merely what its title implies, and is not in any sense a "book of rules" to be rigorously adhered to under all circumstances. This point was repeatedly emphasized in the bulletin to members regarding it and when the proposition was presented to the convention. But despite this it is not unreasonable to assume that the gathering of newspapermen who voted unanimously to adopt the Standard recognized it as possessing a certain degree of merit and worthy of consideration. In fact anyone would suppose from the friendly attitude toward the Standard that the publishers who voted for its adoption had every intention of adhering to its main clauses just as closely as if legally bound to do so.

It is very disappointing, therefore, to find "consumption cure" copy,—the most objectionable that has appeared for some considerable time—being given a place apparently as readily as ever in the columns of reputable and influential dailies. Clause 2 of Section "B" of the Standard suggests that papers should refuse to accept advertising of "any medicine that claims to cure diseases commonly held to be incurable by medicine. This rule also bars indirect claims of cure of such diseases through testimonials or

otherwise." Just how newspapers can conscientiously accept advertising copy of a remedy that purports to cure consumption by means of what the American Medical Association brands as a fake and a fraud is difficult to imagine. The company promoting this "marvellous remedy" was driven out of two United States' cities and will probably conclude its operations in Canada in the same way. But the point is that the publishers of several reputable Canadian papers have accepted and at the time of writing are still publishing this objectionable copy, presumably because they place a higher value on the paltry amount they receive for it than they do on the good name of their papers and the well-being of their readers.

If it is unanimously agreed by a large and representative meeting of newspapermen that certain classes of advertising, including the particular one referred to, are objectionable from an economic as well as a moral standpoint, it is absurd to temporize with the evil. *PRINTER AND PUBLISHER* would urge every publisher to clean up his advertising columns as rapidly as possible, working along the lines suggested in the Standard. If a publisher honestly believes that the Standard goes too far in some respects then let him follow the dictates of his own conscience, and by that method he will surely put up the bars against a so-called cure for a disease that is so far incurable by medicine.

The Retirement of Hon. L. P. Pelletier

BYOND humanitarian expressions of sympathy at his serious illness, the press of Canada can scarcely be expected to shed any tears over the resignation of Hon. L. P. Pelletier from the Postmaster-Generalship and his retirement from public life. Neither is there likely to be any genuine regret on the part of Premier Borden or his fellow cabinet ministers, with all of whom Mr. Pelletier has long ere this exhausted his popularity. As for the position in which he is held by the rank and file of the members of Parliament on both sides of the House this has been an extremely unenviable one since the whole story of his conduct in connection with the proposed changes in postal legislation became established beyond doubt.

His retirement is another evidence of the usefulness of the Senate. They threw out a postal bill which Pelletier had forced through the Commons by not telling the whole truth—a bill under which he took out of the hands of Parliament, where it always has been, and gave to himself the fixing of rates of postage on newspapers.

The difficulty has been the usual one of getting rid of a cabinet minister who has failed to make good, with the least possible friction, and the suggestion that Mr. Pelletier retire on account of ill-health no doubt presented a welcome solution. It is understood, however, that although Mr. Pelletier's health is considerably impaired—so much so that he has been unable to give proper attention to the duties of his office—and although he was bitterly disappointed at his failure to secure the tremendous power he sought over the press of Canada, he has clung to the Postmaster-Generalship with characteristic tenacity. It is significant that his own suggestion that he be given an extended vacation did not meet with the approval of the Government and his retirement from office followed.

Pelletier's failure to make good as Postmaster-General was due to the mistake he made from the very outset of his career as a cabinet minister—that of blindly accepting advice from his deputy and other permanent officials of the department instead of applying his own intelligence to the

job in hand and, at the expense of violating precedent, dealing with all situations as they arose in a straightforward, business-like manner. He championed the interests of the "Dollar Daily" against the whole press of Canada. There is no doubt but that Dr. Coulter, the Deputy Postmaster-General, has persistently thrust forward his prejudices and eccentricities during Mr. Pelletier's tenure of office. The result has been that the so-called "rulings" and "decisions" of the Department have been the subject of ridicule by publishers, advertisers and all who have been in any way affected by them. The press of Canada in particular will have cause to remember the series of petty persecutions that characterized the Pelletier regime. The only regret, therefore, is that the resignation of Dr. Coulter has not been called for along with that of his erstwhile chief. Until he is removed from his present important position in the administration of the Department it will be extremely difficult to introduce the sound business policy that is so badly needed.

The new Postmaster-General, Hon. T. Chase Casgrain, has the reputation of being a keen-sighted commercial lawyer with a wide business experience and it is devoutly hoped that he will not temporize with the conditions that proved the undoing of his predecessor. The press of Canada, irrespective of party allegiance, should lose no time in pointing out to Mr. Casgrain that what is needed is a complete readjustment of the affairs of the Department and the introduction of straightforward business methods and of a system that has been persistently advocated by our President, Colonel J. B. MacLean, that the higher branches in the postal service be filled by promotion, that the boy who begins in a post office at a country cross roads may, if he is efficient, some day be promoted to take charge of a large city office or be a deputy or even Postmaster-General. The present Deputy Postmaster-General had no previous postal or business experience. He was an active local politician with national ambitions that so threatened Sir William Mulock's hold on North York that he gave him a good salary and easy berth at Ottawa.



A New Era in Advertising

GOVERNMENT advertising has long, too long, been wholly confined to requests for tenders, judicial notices, homestead regulations, etc., invariably printed in six point solid or smaller and occasionally decorated with the Royal coat of arms. Display advertising has been tabooed, at least so far as Canadian publications are concerned.

Therefore the timely campaign to popularize the Canadian apple in its native land that is now being conducted through a recognized advertising agency by the Department of Trade and Commerce, ushers in a distinctly new era in newspaper advertising. At last the Government appears to have broken away from the old paths of unapproachable ultra-conservatism and in a time of crisis has been induced to apply the mighty power of newspaper display advertising in a manner that might be expected of any sane, progressive business institution.

An appropriation of \$12,000 or thereabouts, distributed over many daily papers, is not of unusual importance in itself, but the apple campaign is highly significant because it suggests numerous other fields in which newspaper advertising might be successfully employed. The great Imperial Gladstone once said: "One example is worth a thousand arguments." It is reasonable to assume, therefore,

that the example set by the Department of Trade and Commerce will have a very great influence on other departments of the Dominion Government and on the provincial governments as well. The magnificent response which the apple campaign has brought—requests for a government booklet at the rate of a thousand a day—is a splendid triumph for newspaper advertising. Surely the results obtained will carry sufficient weight to divert the campaign for the sale of government annuities, which is now running on the billboards, into display copy in the newspapers and magazines where it properly belongs.

Once again a word of praise must be given Canadian Press Association for its part in moving the Government to take action to save the apple situation. To the C.P.A. rightfully belongs the credit for the institution of this new era in newspaper advertising with all its tremendous possibilities, for the decision to make the expenditure came as a direct result of personal interviews which the manager of the Association had with interested Government officials.

Already there are well founded rumors of other campaigns growing directly out of the apple campaign and the ultimate benefits to Canadian newspapers will likely be so far-reaching that they cannot now be estimated.

Cribbing War News

THE PRACTICE of receiving syndicate or other copy by mail and dating it concurrently with the date of issue as though it were recent news despatches is an old one and criticism of it is seldom heard. The matter published in this way generally has little news value but is more after the manner of magazine articles, interesting anecdotes about people and things in the public eye. It is questionable if any added prestige is given this class of matter by the use of the date line, but there seems no serious objection to it.

It is quite a different matter, however, when war news is clipped from British papers and published under date of publication, trusting to the ignorance of the public to pass it as enterprising late news matter. An Englishman recently visiting in Toronto pointed out to PRINTER AND PUBLISHER that some of the big Canadian dailies which advertise their extensive news-gathering facilities, were guilty of publishing as special despatches without credit

matter that appeared in London, England, papers long enough previously to permit of copies of the papers reaching this country. The cribbing practice is a dangerous one for the newspapers to indulge in as it gives the impression to well-informed readers that dishonesty in the gathering and publishing of news is the customary thing with the Canadian press. Papers that have not the connection to enable them to secure complete cable service covering the war are no doubt serving their readers by supplementing such service as they have with reprinted articles clipped from other publications but when this is done some reference should be made to the paper from which the item is taken and in no case should a fictitious date be used. The cribbing habit is one of those kinds of cleverness with a sting in it and should be frowned upon by all reputable Canadian newspapers. To resort to it is not merely discourteous—it is positively dishonest.



The Agricultural Press and Postal Rates

A COMPARATIVELY low rate on newspapers and periodicals was first granted and has been continued because of their immense educational value and the consequent desirability of placing them within easy reach of the general public. That such a plan has been a wise one no one will attempt to gainsay. The newspapers of Canada have exercised and continue to exercise a tremendous beneficial influence upon all classes of citizens. They are not only the "poor man's university" but at least a very important part of the rich man's education as well, for in the daily and weekly newspapers and more particularly in the specialized publications, there is to be found information of practical value that could not be obtained by studying a thousand text-books nor by consulting any number of professors.

What has been said about the educational value of the press applies with special force to the many excellent publications devoted to the interests of agriculture, the industry that is at the very base of the nation's prosperity. The oldest farm paper in the Dominion, the *London Farmer's Advocate* has the following editorial dealing with the postal rate situation from the point of view of the farm press:—

"PROPOSED POSTAL RATES AND YOUR FARM PAPER"

"Readers of farm journals may not be aware that attempts are being made to have changes made in the postal rates which will seriously affect the distribution of agricultural journals. The postal authorities before they impose almost prohibitive regulations should stop for a moment and weigh the matter carefully.

"The agricultural press stands as the greatest factor to-day, as it has stood in the past, for the dissemination of valuable agricultural information among the rural communities in this country. We make this statement without fear of contradiction. Over in the United States a widespread and thorough investigation was carried on as to the most popular and most valuable agency operating to help the farmer, and of nearly 4,000 interviewed, over 40 per cent. pinned their faith to the agricultural paper, while only 6.3 per cent. favored bulletins, 3.6 per cent. Farmers' Institutes, 6 per cent. favored agricultural demonstration agents, and 4.5 per cent. thought all agencies of equal value. But the most significant feature was that of 469 farmers who took farm papers, attended institute meetings, and received the bulletins, 65 per cent. preferred the farm paper as a means of education. These are farmers competent to judge.

"We feel satisfied that an investigation in Canada would show similar results. The farm paper is what the farmer needs and appreciates in his business, and while it is right that farm papers should pay a fair postage rate, and no publisher of farm journals desires to escape this rate, the fact remains that bulletins are carried free in the mails, as they should be, and the

publisher of farm journals—private enterprise—must contribute his share to the revenue to carry these free.

"Farm papers are published at great cost, and no further burdens should be placed on the publishers, because these burdens must come back on the subscribers who should not be so 'held up' in obtaining their most valued educational matter. The farm paper is purely educational in scope, and is an undisputed national benefit, and as such should not be hampered by any such limiting factor as zone regulations, which practically prohibit the sending of papers to the farthestmost provinces, and even to the outlying districts in the local province.

"The agricultural press commenced the campaign for better farming through a better knowledge of farming in this country. The *Farmers' Advocate* is older than the Dominion of Canada, having been established in 1866. It was started before any of our now well-equipped agricultural colleges and experiment stations—it was the first practical "professor of agriculture" in Canada. Why should it cost more to read it in Nova Scotia or in British Columbia than it does in districts around London, Ontario, where it is published? The agricultural papers in this country have done their utmost to help the Department of Agriculture extend its policy of educating the farmer.

"What will the Agricultural Department do to help the agricultural press? No favors are asked. All that the agricultural press wants is a fair field. The farm paper is a national paper not a sheet of local news to be sold daily or weekly within the small environs of a city and surrounding community. It covers the country, and should be allowed to continue to do so.

"If the Government is anxious to do something, they might bend their efforts toward prohibiting publishers from having more than one subscription rate. It is not right that subscription lists should be increased by allowing subscribers at distant points to get the paper at a price greatly reduced from the advertised subscription rates which the paper commands near home.

"We must commend the Government for the interest taken in agricultural education. The various official agencies are all doing a good work, but valuable as bulletins are, the average farmer would know little of them if he did not read the agricultural paper. It is the latter that interprets the bulletins for him, condenses them, and presents them to him in short, readable, and easily-understood articles. He reads the paper where he never would open the bulletin. The farm journal investigates conditions, and at immense cost gives the farmer, not a page or two pages of farm talk weekly, prepared by a reporter who knows nothing of practical agriculture, but a large paper filled from cover to cover with the latest and best in agricultural investigation, prepared by practical men who know whereof they write. It is not a newspaper, but a text-book for farmers. We hear a great deal these days about technical education; the public demands it. For the farmer the best technical educator is his farm paper. The Agricultural Department of our Government knows this full well, and if the Postal Department doesn't, it should make enquiries before placing any unjust barriers in the way of farmers obtaining the information which they need in their business."



Electros, 15 cents each,
postpaid.

Start a Loyalty Campaign

It Will Increase the Volume of
Local Advertising and Enhance
Effectiveness Also — Act Now



Electros, 15 cents each,
postpaid.

THE LOYALTY CAMPAIGN, suggested by PRINTER AND PUBLISHER in the September issue and commented upon again last month has been taken up by a large number of small city daily and weekly newspapers all over Canada and from reports received is having a beneficial effect on local advertising. Not only is the volume of advertising actually being increased in papers using the little flag emblems but the use of these cuts along with appropriate editorial copy has greatly increased the effectiveness of the advertisements of local merchants. Altogether orders have been received and promptly filled by PRINTER AND PUBLISHER for over two hundred of the flag emblems and every one of them is carrying its message of loyalty to its constituency of newspaper readers—customers or should-be customers of the local merchants.

But although the response so far has been encouraging it is a matter for surprise that a still larger number of papers have not joined in the campaign. Of course it cannot be that they have all the local advertising they can publish or even all they honestly believe they should have. Neither can it be that the trifling expenditure for the flag cuts is keeping some from trying out the scheme. If that should be the case PRINTER AND PUBLISHER would suggest that such papers go ahead without the cuts, merely running suitable editorial copy and boosting the slogan "Be Loyal to Your Own Community." Such an experiment would no doubt bring a fair degree of success, and would bring the conviction that the use of the cuts would make the campaign still more successful. It is probable, therefore, that the reason more have not entered the campaign is that they

is possible to make it but while you are doing it don't overlook the business opportunities that are knocking at your door right in your own community—not outside of it.

The full development of these opportunities into real advertising inserted in your paper is hampered and delayed

WHY BUY AT HOME?

Because our interests are here.

Because the community that is good enough for us to live in is good enough for us to buy in.

Because we believe in transacting business with our friends.

Because we want to see the goods we are buying.

Because we want to get what we buy when we pay for it.

Because some part of every dollar we spend at home stays at home and helps work for the welfare of our home town.

Because the home man we buy from stands back of the goods, thus always giving value received.

Because the man we buy from pays his share of the taxes.

Because the man we buy from helps to support our poor and needy, our schools, our churches, and our homes.

Because, when luck, misfortune or bereavement comes, the man we buy from is here with his kindly expressions of greeting, his words of cheer, and, if need be, his pocketbook.

Let us make MacGregor a good place in which to work and live.

It's easy and certain if every one will contribute his share.



The Vernon News

Has procured a supply of electrotypes of the "loyalty" flag shown herewith, and in order to get the business men of the city to co-operate with us in our endeavor to promote the sentiment expressed on this flag, and to drive it home, we should like all our advertisers to use one or more in all their advertising. These can be worked in without affecting the advertising in any way, and without preparing the advertisements especially, as the flags speak for themselves. We hope that the business men will respond, and that it will be necessary for us to order a further supply. When sending in your copy, just specify a "Loyalty Flag."

Vernon News Ptg. and Pub. Co.

Copy of a circular used by one paper to arouse interest in the Loyalty Campaign among local merchants.

have been waiting for others to try it out first or for some reason have not been fully convinced that it is worth bothering about. PRINTER AND PUBLISHER wishes to again emphasize that it has absolutely no interest in the loyalty campaign beyond a desire to be of genuine service in helping to solve one of the knottiest problems that confronts the newspaper publishing business.

Get all the foreign advertising you can and make your paper as well known outside of your own community as it

A Good Suggestion for Front Page Panel to Boost Loyalty Spirit.

because the merchants feel the public does not care whether they stay in business or not—and they get this idea largely because the easily moved public frequently evidences a desire to do their shopping by mail with the department stores in the nearest big city. How to break the public of the mail order habit is the problem that confronts merchants in all lines in the small cities and towns of the Dominion and because it is the merchants' problem it is also the problem of the local newspapers. There is no use delivering a long dissertation on the relative merits of the mail order houses and their methods and those of the local retail stores. What every publisher can do, however, is to practice and preach loyalty to his own community. It would be hard to find a better way to do this persistently and without giving offence to any one than by the constant use in advertisements of the flag emblems bearing the simple but impressive slogan: "Be Loyal To Your Own Community." That slogan will make people consider whether, after all, they are doing a wise thing in patronizing mail order houses for goods they can get in their own town or at least order through their local merchants.

If in doubt as to the merits of the plan write to the

newspapers nearest you included in the list below. The following papers have all ordered quantities of the flag electros, which sell at 15 cents each, cash with order, and are using them in their advertising columns:—*Post*, Watrous, Sask.; *Statesman*, Bowmanville, Ont.; *Review*, Roblin, Man.; *News*, Nelson, B.C.; *Record*, Kelowna, B.C.; *Review*, Summerland, B.C.; *Coronet*, Earl Grey, Sask.; *Enterprise*, Yorkton, Sask.; *Gazette*, Norwich, Ont.; *Standard*, Listowel, Ont.; *Advocate*, Red Deer, Sask.; *Telegraph*, Quebec, Que.; *Herald*, Carlyle, Sask.; *Tribune*, Sackville, N.B.; *Elgin Sun*, West Lorne, Ont.; *Free Press*, Oshawa, Ont.; *Era*, Newmarket, Ont.; *Times*, Port Elgin, Ont.; *News-Record*, Berlin, Ont.; *News-Record*, Clinton, Ont.; *Union-Advocate*, Newcastle, N.B.; *News*, Campbellford, Ont.; *Independent*, Stettler, Alta.; *Leader*, Cowichan, B.C.; *Enterprise*, Melita, Man.; *Guide-Advocate*, Watford, Ont.; *News*, Vernon, B.C.; *Observer*, Sarnia, Ont.; *Times*, Brockville, Ont.



Record of Advertising in Daily Papers

IT IS somewhat disappointing to find that the September advertising record shows continued losses in the majority of cases. Apparently the campaigns conducted by Canadian Press Association did not have sufficient effect on September business to overcome entirely the stream of discontinuances. It is probable, however, that the tide has

now reached its ebb and the October record should witness a decided improvement. In the September record the three Toronto evening papers show increases, while their three morning contemporaries record losses. The only other increases are on *Ottawa Journal* and *Winnipeg Tribune*.

RECORD FOR SEPTEMBER, 1914

| | Display | Classified | Total |
|---|---------|------------|---------|
| St. John <i>Standard</i> | | | 228,634 |
| Halifax <i>Herald and Mail</i> | | | 532,000 |
| Montreal <i>Mail</i> | | | 162,962 |
| Montreal <i>News</i> | | | 147,405 |
| Montreal <i>Gazette</i> | | | 305,466 |
| Montreal <i>Le Canada</i> | | | 64,962 |
| Ottawa <i>Journal</i> | | | 444,182 |
| Toronto <i>Telegram</i> | 411,320 | 288,040 | 699,720 |
| Toronto <i>Star</i> | 446,740 | 65,520 | 512,260 |
| Toronto <i>News</i> | 271,320 | 16,380 | 287,700 |
| Toronto <i>Globe</i> | 271,500 | 73,125 | 344,625 |
| Toronto <i>Mail and Empire</i> | 246,680 | 50,540 | 297,220 |
| Toronto <i>World</i> | 205,240 | 16,660 | 221,900 |
| London <i>Free Press</i> | 254,240 | 47,810 | 302,050 |
| Winnipeg <i>Free Press</i> | 350,649 | 228,393 | 579,042 |
| Winnipeg <i>Tribune</i> | 313,363 | *30,680 | |
| Regina <i>Leader</i> | 280,060 | 79,870 | 368,970 |
| Regina <i>Province and Standard</i> | 175,917 | 63,960 | 239,877 |
| Calgary <i>Herald</i> | 290,116 | 125,771 | 415,887 |
| Calgary <i>News-Telegram</i> | 207,415 | 65,995 | 273,410 |
| Calgary <i>Albertan</i> | 150,642 | 47,039 | 197,681 |
| Vancouver <i>World</i> | | | 493,262 |

*Count lines.



Results in Advertisement Setting Contest

Entries Received from All Parts of Canada—First Prize Goes to E. C. Sterry, Kamloops, B.C.—Analysis of Copy and Suggestions for Handling

THE TOTAL number of entries in PRINTER AND PUBLISHER'S 1914 Advertisement Setting Contest was not so large as had been expected, but this was made up for to some extent by their representative character. Entries came from almost every province in the Dominion and apprentices and foremen were included along with many journeymen printers.

The value of such a contest as this, however, does not lie solely in the number of contestants for the prizes offered but more in the beneficial effects which the publication of the prize-winning and other worthy advertisements and the criticism on them will have on the trade. For this reason a much larger number of the advertisements submitted are reproduced on this year's insert than has been the custom in former contests. Many of these advertisements have weak points that should be avoided as well as commendable features that should be exemplified.

THE JUDGES.

The judges in this year's contest were selected with special regard for the nature of the copy as well as the typographical appearance that should be attained. For this reason two judges were requested to act who were particularly qualified to scan the entries from the point of view of the advertiser and therefore determine their value as sales producers—their pulling power—which it should always be remembered is of greater importance than mere artistic effect. The two qualities should, of course, be combined if the very best results are to be secured.

One of these judges was John C. Kirkwood, former manager of the J. Walter Thompson Advertising Agency, Toronto, and now a Publicity and Sales Counsel on his own account. Mr. Kirkwood has not always been in the advertising business, however, but was for seven years proprietor

of a country store of the ordinary variety—such a store as might be expected to insert the advertisement which formed the subject matter for the contest.

Another judge was selected specially by reason of his connection with the grocery trade—B. T. Huston, editor of the *Canadian Grocer*, the oldest grocery paper in Canada and the only one published weekly. Mr. Huston has a thorough knowledge of advertising from the grocer's point of view and almost every week designs and sometimes writes specially ad. suggestions that are put into practical use by many readers of his paper.

The other two judges are typographers of the first rank: Walter H. Handley, Instructor in Printing at the Toronto Technical School, and C. W. Dunnet, Superintendent of R. G. McLean, Limited, the well-known firm of Toronto job printers.

THE PRIZE-WINNERS.

And now for the winners in the contest. The first place has been awarded to Edward C. Sterry, Box 861, Kamloops, B.C., who will receive the cash prize of \$10. Clarence Anderson, 119 Eagle Avenue, Brantford, came second, and wins the \$5 cash prize. The other cash prize, \$3, goes to William Fox, 332 Waverley Road, Toronto. Mr. Fox is employed with the A. E. Long Co., Gerrard and Sackville streets, Toronto. Fourth, fifth, sixth and seventh places were awarded respectively to Edward C. Sterry (who also won first on another entry), C. E. Daveys, Carman, Man., M. O'Grady, *Herald*, Lethbridge, Alberta, and Chas. A. Rickaby, *Recorder*, Gore Bay, Ont., each of whom will receive a year's subscription to PRINTER AND PUBLISHER.

The other advertisements reproduced on the insert are arranged in order of merit from 8th to 18th place and the names of contestants are as follows:—

8th. Thomas G. Stewart, Saturday Sunset Presses, Vancouver, B.C.

9th. M. A. Wilson, *Press*, Wilkie, Sask.

10th. J. A. Robinson, 352 Lutz St., Moncton, N.S.

11th. M. O'Grady, *Herald*, Lethbridge, Sask.

12th. John B. Cowan, Saturday Sunset Presses, Vancouver, B.C.

13th. Joseph L. Hill, *Citizen*, Port Colborne, Ont.

14th. Albert McCormack, *Progress*, Estevan, Sask.

15th. R. A. N. Jarvis, Newcastle, N.B.

16th. Thomas Wade, Stevens & Price, Sherbrooke, Que.

17th. John Dickie, *Northern News*, Athabasca, Alberta.

18th. Horborn T. Taylor, Vegreville, Alberta.

Instead of going into the relative merits of the prize-winning advertisements by means of critical studies of each it is thought best to invite attention to the following comments along general lines submitted by Mr. Kirkwood. A careful perusal of these comments and reference to the advertisements will enable readers to make their own deductions as to the exact reasons for the judges' selections.

TYPE.

A first fact is that a certain sumptuousness, robustness and richness of treatment should be aimed at—this by reason of the gustatory nature of the copy.

This fact calls for type strong and bold rather than light and fine, with some fatness rather than leanness—comfortable looking faces, snug looking, squat rather than upright. Delicacy of treatment is out of harmony with the theme.

ORNAMENT.

The ornaments used should be dinnery, so to speak—suggestive of the table and its delights. Meaningless or irrelevant ornaments are out of place. An illustration of a Christmas pudding, of a basket of fruit,—something in accord with particulars or suggestions of the copy—is manifestly called for. Also illustrations of sprigs or wreaths of mistletoe and holly are appropriate, and should be used if possible.

BORDER.

Concerning the border treatment. This should be Christmasy if possible—holly or fruit or Christmas bells. If borders of this character are not available, then only plain rule borders should be used—something so simple and unobtrusive as not to capture the attention. The use of irrelevant borders—that is, fancy borders which have no relation to the theme or spirit of the text—should not be employed. Nor should any border treatment be used that thrusts itself over much or distractingly in the reader's eye. Fancy borders which have no message in them, that fail to reinforce by their design the message of the text, are misused and are bad. A basic law of advertisement composition is—Economize the reader's attention to the fullest possible extent. Therefore, borders that fret the eye or attention, that subtract from the main purpose of the advertisement, are to be avoided.

So much for type, ornaments and borders. Now with reference to

DISPLAY.

The dominant thought of the copy is making the *Christmas Dinner* an enjoyable surprise. Therefore, the words—"Make your Christmas Dinner an Enjoyable Surprise"—should have major display treatment. The second big fact of the copy is that Harvey & Co. have a bounteous supply of *good things* to assist mistresses of households to provide an enjoyable Christmas dinner for guests, in which there may be some surprises—the surprise of a plentitude of good things of wide variety. These good things consist of

fruits of various kinds, grocery sundries of an appetizing nature, and toothsome goodies.

Therefore, the fact of this provision by Harvey & Co. of good things calls for bold display. Just here, it may be remarked that it is not the *shipment* that has just been received that calls for emphasis; nor is it the *invitation* to visit the store of Harvey & Co.; nor is it the items that make up the list of *good things*. These features of the copy are all subordinate to the big fact that *good things* for the Christmas dinner are essential and can be procured in choice qualities and wide variety at Harvey & Co.'s.

Another item of the copy would seem to call for some display—namely, the clause relating to *holly* and *mistletoe*. This is Christmasy, and the chances are that supplies of these two decorations are so generally obtainable as are oranges, grapes, etc. So it would be in accord with the theme of the advertisement, and possibly with the desires of Harvey & Co., if a certain prominence could be given to *holly* and *mistletoe*.

The final portion of the copy calling for bold display is the name of the firm. The name of the advertiser should leap out at first glance—should catch the eye without effort on the part of the eye. Many advertisements are never read—merely glanced at and scanned. If the name of the advertiser is not instantly perceived, the publicity that has been paid for and that is so essential from the advertiser's point of view, becomes greatly impaired.

Some parts or items of the text may legitimately be given minor display—the items which make up the list of *good things*, for example. The individual lines can have a tabular or running treatment, at the discretion of the ad-setter. But the items are quite too numerous to be given major display treatment—especially so when there are covering phrases—parent phrases, if you will—in the text—"Good Things," "Delicious Fruits," "Pleasing Delicacies," etc.

The other portions of the text are mere padding—color and courtesy. Being minor in value they ought not to be given display treatment, but should be set in body type. There is no call to display—"Come in and see us, etc.," and "Just drop in, etc."

The foregoing analysis of the copy suggests the kind and amount of display, the character of the type, ornament and border to use. With these basic things determined, it remains with the compositor to decide the particular method of handling his material. Certain effects, however, must be striven for, and certain laws observed. For example:

1. The completed advertisement must stand out boldly, whatever page it may appear on, and whatever its position on the page. It should have a typographical treatment at once distinctive and attention-compelling. Its countenance must be pleasing.

2. It must reveal at a single glance its main message, and must be comprehended in a single glance

3. The typographical treatment should invite the reader to peruse the advertisement from first to last. Looseness of treatment, medley of display and over-display must be avoided. Likened to a musical composition, the advertisement, typographically considered, should have a main theme—a running strain or air, and there should be no discords, jangling passages and rag-time runs in it—no violence of any sort.

4. The purpose or message of the advertisement must be made to stand out above all else. The typographical treatment of an advertisement must not suggest itself over and above the advertiser's message. Not the compositor's skill or genius or abilities, but the advertiser's message, is the thing to express. The man who pays for the advertisement, not the man who sets the advertisement, is to be served when the advertisement is completed and published.

Make Your Christmas Dinner an Enjoyable Surprise



How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savor-some roast, the luscious tempting fruits, the many pleasant delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock of Christmas eatables.

Here is a Fresh Shipment of Delicious Fruits

Just Opened for the
Christmas Season

—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make a cake a marked success. And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds unfermented wine, etc., and the holly and mistletoe for decorations. Come in and see this new supply. You'll be pleased and surprised with their freshness and quality. Just drop in to-day. We may be able to help you to select a pleasing variety for your table at moderate prices.

Harvey & Co.

445 King St. South



Make Your Christmas Dinner an Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savory roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, malaga grapes, grape fruit, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make the cake a marked success.

—and then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

HARVEY & COMPANY

445 KING STREET SOUTH

SECOND PLACE.

Your Christmas Dinner

MAKE it an enjoyable surprise. How the Home Folks are looking forward with eager delight to the most enjoyable event of the day—The Dinner! How they will remember with pleasant thoughts the goodness of that savory roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant Good-Cheer with the many specially selected good things you'll find among our varied stock:

Here is a fresh shipment of delicious fruits just opened for the Xmas Season:-

| | |
|----------------------------|----------------|
| Large, firm, Juicy Oranges | Fresh Currants |
| Grape Fruit | Raisins |
| Malaga Grapes | Peels |
| Bananas | Flour |
| Spices | Nuts |

and every material to help you make the cake a marked success

And then there are the many other necessities to help make the dinner a real delight:-

| | |
|---------------|---------------------------------|
| Canned Goods: | Cranberries for the Pie |
| Soups | Clustered Raisins |
| Peas | Biscuits of all desirable kinds |
| Corn, etc. | Unfermented Wines, etc. |

and Holly and Mistletoe for decorations.

Come in and see this new supply of Christmas Eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

HARVEY & CO.

445 King Street South

THIRD PLACE.

HERE IS A Fresh Shipment of Delicious Fruits just opened for the Christmas season

Make Your Christmas Dinner an Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—THE DINNER! How they will remember with pleasant thoughts the goodness of that savory roast, the luscious, tempting fruits

the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock—

Large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, rasins, peels, flour, nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, wine etc. and

HOLLY and MISTLETOE for DECORATION

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the MODERATE PRICES.

Just drop in today. We may be able to help you to select a PLEASING VARIETY for your table.

Harvey & Co.

445 King Street South

FOURTH PLACE.

Make Your Christmas Dinner an Enjoyable Surprise

HOW the home folks are looking forward with eager delight to the most enjoyable event of the day—THE DINNER! How they will remember with pleasant thoughts the goodness of that savory roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table, and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock.

Here is a Fresh Shipment of Delicious Fruits Just Opened for the Christmas Season

Large, firm, juicy Oranges, Grape Fruit, Malaga Grapes, Bananas.

Fresh Currants, raisins, peels, flour, nuts, spices, and every material to help you make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this New Supply of Christmas Eatables

You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

HARVEY & CO.

445 King St. South

FIFTH PLACE.

Make Your CHRISTMAS DINNER An Enjoyable Surprise



HOW THE home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner. How they will remember with pleasant thoughts the goodness of that savorous roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grapes, bananas. Fresh currants, raisins, peels, flour, nuts, spices and every material to help you make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables, you'll be pleased with their freshness and quality, and surprised at the moderate prices.



Just drop in today. We may be able to help you select a pleasing variety for your table.

HARVEY & CO. :: 445 KING ST. SOUTH

SIXTH PLACE.

Make Your CHRISTMAS DINNER An Enjoyable Surprise.

How the home folks are looking forward with eager delight to the most enjoyable event of the day—THE DINNER!

How they will remember with pleasant thoughts the goodness of that savorous roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock.

Here is a Fresh Shipment of Delicious Fruits Just Opened for the Christmas Season—

Large, Firm, Juicy Oranges, Grape Fruit, Malaga Grapes, Bananas, Fresh Currants, Raisins, Peels, Flour, Nuts, Spices and every material to help make the cake a marked success.

And then there are the many other necessities to help make the Dinner a real delight—Canned Goods, Soups, Peas, Corn, etc., Cranberries for the Pie, Clustered Raisins, Biscuits of all desirable kinds, Unfermented Wine, etc., and Holly and Mistletoe for Decorations.

COME IN AND SEE THIS NEW SUPPLY OF CHRISTMAS EATABLES

You'll be pleased with their freshness and quality, and surprised at the moderate prices, just drop in to-day. We may be able to help you select a pleasing variety for your table.



HARVEY & CO.
445 King St. South.



SEVENTH PLACE.

Make your Christmas Dinner an enjoyable surprise



HOW the home folks are looking forward with eager delight to the most enjoyable event of the day—the dinner! How they will remember with pleasant thoughts the goodness of that savorous roast, the

Luscious, Tempting FRUITS

the many pleasing delicacies!

Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, Juicy Oranges, Grape Fruit, Malaga Grapes, Bananas. FRESH CURRANTS, RAISINS, PEELS, FLOUR, NUTS, SPICES and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—CANNED GOODS, SOUPS, PEAS, CORN, etc., CRANBERRIES for the pie, CLUSTERED RAISINS, BISCUITS of all desirable kinds, UNFERMENTED WINE, etc., and HOLLY AND MISTLETOE for DECORATIONS.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

Harvey & Co.
445 King St. South

EIGHTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise!

How the home folks are looking forward with eager delight to the most enjoyable event of the day—THE DINNER! How they will remember with pleasant thoughts the goodness of that savorous roast, the luscious tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good-cheer with the many specially selected good things you will find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season:

And then there are the many other necessities to help make the dinner a real delight:

Large, Firm, Juicy
Oranges
Grape Fruit
Malaga Grapes
Bananas
Fresh Currants
Raisins Peels
Flour Nuts Spices

And every material
to help you make
the cake a marked
success

COME
IN
AND
SEE
THIS
NEW
SUPPLY
OF
CHRISTMAS
EATABLES

Canned Goods
Soups
Peas Corn Etc.
Cranberries for the Pie
Clustered Raisins
Biscuits of all Desirable
Kinds
Unfermented Wine
Etc.
And Holly and Mistletoe
for Decorations

You'll be pleased with their freshness and quality and surprised at the moderate prices. Just drop in to-day. We may be able to help you select a pleasing variety for your table.

HARVEY & CO., 445 KING ST. SOUTH

NINTH PLACE.

Make Your Christmas Dinner an Enjoyable Surprise



HOW the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of **Delicious Fruits** just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour nuts, spices, and every material to help you make the cake a marked success.

Dinner a Real Delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

Harvey & Co.
445 King Street, South

TENTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations. Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

Harvey & Co.

445 King St. South

THIRTEENTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—The Dinner!

How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies!

Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—Large, Firm, Juicy Oranges, Grape Fruit, Malaga Grapes, Bananas.

Fresh Currants, Raisins, Peels, Flour Nuts, Spices, and every material to help you make the cake a marked success.

And then there are many other necessities to help make the dinner a real delight—Canned Goods, Soups, Peas, Corn, etc., Cranberries for the pie, Clustered Raisins, Biscuits of all desirable kinds, Unfermented Wine, etc., and Holly and Mistletoe for decorations.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices.

Just drop in today. We may be able to help you select a pleasing variety for your table.

HARVEY & CO.
445 KING ST. SOUTH

SIXTEENTH PLACE.

Make Your CHRISTMAS DINNER An Enjoyable Surprise



HOW the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock.

Here is a fresh shipment of delicious fruits just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour nuts, spices and every material to help you make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables, you'll be pleased with their freshness and quality, and surprised at the moderate prices.

JUST DROP IN TODAY.
WE MAY BE ABLE TO HELP YOU SELECT
A PLEASING VARIETY FOR YOUR TABLE.

HARVEY & CO., 445 KING ST. SOUTH

ELEVENTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise

HOW the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies!

JUST surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of DELICIOUS FRUITS just opened for the Christmas season.

**LARGE, FIRM, JUICY ORANGES
GRAPE FRUIT MALAGA GRAPES
BANANAS FRESH CURRANTS
RAISINS PEELS FLOUR NUTS
SPICES AND Every Material to help
you make the Cake a Marked success**

And then there are the many other necessities to help make the dinner a real delight—

**CANNED GOODS SOUPS
PEAS CORN Etc. Cranberries
for the Pie. Clustered Raisins
BISCUITS OF ALL DESIRABLE KINDS
UNFERMENTED WINE
ETC. AND HOLLY AND MISTLETOE FOR DECORATIONS**

**Come in and See This New
Supply of Christmas Eatables**

You'll be pleased with their
freshness and quality, and sur-
prised at the moderate prices

Just drop in to-day. We may
be able to help you select a
pleasing variety for your table

**HARVEY & CO. 445 KING STREET
SOUTH**

FOURTEENTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the dinner!

How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies!

Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock.

**Here is a Fresh Shipment of Delicious Fruits
Just Opened for the Christmas Season:**

Large, firm, juicy oranges, grape fruit, Malaga grapes, bananas.

Fresh currants, raisins, peels, flour nuts, spices and every material to help you make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables.

You'll be pleased with their freshness and quality, and surprised at the moderate prices.

Just drop in to-day. We may be able to help you select a pleasing variety for your table.

HARVEY & CO.

445 KING STREET, SOUTH

SEVENTEENTH PLACE.

Make Your Christmas Dinner an enjoyable surprise



How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock.

**HERE IS A FRESH SHIPMENT OF
DELICIOUS FRUITS**

JUST OPENED FOR THE CHRISTMAS SEASON

—large, firm, juicy ORANGES, GRAPE FRUIT, MALAGA GRAPES, BANANAS, FRESH CURRANTS, RAISINS, PEELS, FLOUR NUTS, SPICES, and every material to help you make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—CANNED GOODS, SOUPS, PEAS, CORN, etc., CRANBERRIES for the pie, CLUSTERED RAISINS, BISCUITS of all desirable kinds, UNFERMENTED WINE, etc., and HOLLY AND MISTLETOE FOR DECORATIONS.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

HARVEY & CO.

445 KING ST. SOUTH

TWELFTH PLACE.

Make Your Christmas Dinner

**An Enjoyable Surprise and give
it an atmosphere of redundant good
cheer with the many pleasing delicacies
you'll find among our varied stock.**

How the home folks are looking forward to the most enjoyable event of the day—The Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many specially selected good things. Just surprise them with your tempting table.

Delicious Fruits Here is a fresh shipment, just opened for the Christmas season—large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour nuts, spices and every material to help you make the cake a marked success. And then there are the many other necessities to help make the dinner a real delight—

Canned Goods Soups, peas, corn, etc., Cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. Just drop in today. We may be able to help you select a pleasing variety for your table.

**HARVEY & CO. 445 King Street
::: South :::**

FIFTEENTH PLACE.

Make Your Christmas Dinner An Enjoyable Surprise!

How the home folks are looking forward with eager delight to the most enjoyable event of the day—the Dinner! How they will remember with pleasant thoughts the goodness of that savoury roast, the luscious, tempting fruits, the many pleasing delicacies! Just surprise them with your tempting table and give it an atmosphere of redundant good cheer with the many specially selected good things you'll find among our varied stock. Here is a fresh shipment of delicious fruits just opened for the Christmas season—Large, firm, juicy oranges, grape fruit, malaga grapes, bananas. Fresh currants, raisins, peels, flour nuts, spices and every material to help make the cake a marked success.

And then there are the many other necessities to help make the dinner a real delight—canned goods, soups, peas, corn, etc., cranberries for the pie, clustered raisins, biscuits of all desirable kinds, unfermented wine, etc., and holly and mistletoe for decorations.

Come in and see this new supply of Christmas eatables. You'll be pleased with their freshness and quality, and surprised at the moderate prices. We may be able to help you select a pleasing variety for your table.

JUST DROP IN TO-DAY!

HARVEY & CO. 445 KING ST. SOUTH

EIGHTEENTH PLACE.

Poster Stamps Gaining in Popularity

THERE IS no question but that the poster stamp is gaining a firm foothold in Canada. A company has been incorporated with headquarters at Ottawa which is making a specialty of Canadian views in poster stamps. The size that appears to have been generally adopted as standard in this country and the United States is $1\frac{1}{4} \times 2\frac{1}{2}$ inches. The intention is that the stamps should be stuck on the backs of letters, parcels, in fact anywhere that one may wish to use them. Their greatest popularity, however, will likely result from the very natural tendency on the part of the public to make album collections and suitable albums are now on the market for this purpose. It is said that the popularity of the stamps in Germany, where they were first introduced, has greatly exceeded the picture post-card craze when at its height, so that it seems probable that the stamps will have a considerable run in this country. They are certainly taking hold well.

The Ottawa firm referred to, the Canadian Picture Stamp Co., has just issued a war series, showing views of warships, French and English admirals and generals, etc., that are being sold through the retail book and stationery trade.

A popular note has been struck also in a "Made-in-Canada" series just issued by the Federated Press, Ltd., Montreal. These are printed in black, red and yellow, in sheets of twelve, perforated for detaching. Some of the inscriptions attached to appropriate illustrations are: "To Keep a Full Dinner Pail Buy Made in Canada Products"; "General Opinion (with picture of general) Says, He Serves His Country Who Buys Made in Canada Products"; "My Mamma Says, 'Made in Canada Goods for Me.'"; "Stop! Do You Buy Canada Made Goods"; "Is This Made in Canada?—Ask the Man."



Encouragement for the Country Weekly

In these days, when some talk is heard to the effect that the country weekly is losing its hold and will shortly become extinct, it is pleasing to have some one who knows what he is talking about speak up and tell the truth. W. P. Davies, managing editor of the Grand Forks *Times*, in a recent address before the North Dakota Press Association, said:

"Occasionally we run across the opinion that the day of the country newspaper is about over; that a number of other changes have made the daily newspaper so easy to obtain that it is certain to drive the weekly out of existence, as the small weekly cannot hope to compete with the great daily and its elaborate equipment and greater variety of matter.

"If the country newspaper seeks to compete with the city daily in the rapid treatment of the news of the day, it is bound to fail. It is not and cannot be equipped for such a fight. But no such competition is necessary. The country weekly has a field all its own which can be served by no other agency.

"It has a thousand things of local interest to discuss which the daily newspaper cannot touch. It is surrounded by problems of local importance which mean nothing to the city paper. And it has the opportunity to cultivate the close personal relations which mean so much, and in the absence of which the daily newspaper can never become more than a paper of general interest. Wherever the country weekly suffers from competition with the city daily it is because it tries to cover a field which is really the field of the daily, and neglects to cultivate the field in which it is and must remain supreme."

Edmonton Printer Publishes House Organ

AN ENCOURAGING sign of the times is the increasing amount of judicious advertising being circulated by progressive printing firms in their own interest. The Esdale Press, Limited, Edmonton, is the latest convert to the house organ method of publicity and their first venture in this field reflects credit on the publishers and the city in which they are located. "Progress" is the true Western name that has been adopted and the object is approximately set forth as follows: "To convince the business men of Alberta that advertising pays. Alberta, and the progress of its many industries will be the subject matter." *Progress* is to be issued monthly and is distributed to appreciative readers with the compliments of the publishers. The first issue is printed in two colors and contains much readable matter that will be sure to guarantee a warm welcome for future editions.



Mailing List for Blotters

THE WAVERLY PRESS, Harry V. Tresidder, proprietor, of 2074 Queen east, Toronto, are using blotters extensively as a means of advertising their business. These are issued regularly at the first of every month and are distributed by boys through the main business district where the stores are close together. A mailing list is kept of all out-of-the-way prospects on side streets, upstairs offices and a few out of the community and by this means all are covered thoroughly without useless waste of blotters. The delivery system and mailing list make a strong combination.



The Necessity of Knowing Your Customer

The large business houses do not give credit until they have looked up the customer, and are quite sure he is prompt in paying his bills to others or has an established credit. Even then they get "stung" quite often, despite every effort to reduce losses.

The printer has not the time nor the money—especially the small printer—to investigate the credit of each customer, and to look up his rating, and therefore is inclined to take a chance. This results in carelessness and serious losses. The majority of buyers of printing seem to be after "price," and go from printer to printer getting a price. Once in a while a buyer asks a price, but does not seem to want the very lowest price—in fact, rather leaves the impression that he is sure the price will be all right, and tells the printer to go ahead. This seems to get on the printer's right side, and he thinks that the customer must be a good one, and promptly turns out the printing, delivers it, and sends his bill.

Very soon the printer finds out why the buyer did not care so much about the price, for the very simple reason that he did not intend to pay for the job at all. The printer, to his sorrow, finds the fellow "judgment proof," and no lawyer will handle the claim at any price, as they have tried to get money before.

Printer after printer has been "stung" year after year by just such fellows, and the only way to stop them is to refuse to do work for those unknown to you, except for cash, and, if possible, secure the "wrong font" list and get a line on the dead beats.



Competition is not the life of trade. Competition pushed beyond a certain point becomes suicidal. To sell consumers goods at less than these goods cost, leads to a receivership, and the buying capacity of the consumer will suffer accordingly.

REVIEW OF SPECIMENS

ALL READERS of PRINTER AND PUBLISHER are cordially invited to submit specimens of job printing for review in this department. An endeavor is continually made by the Review of Specimens Editor to make constructive criticisms that will be helpful in the production of future work. Whether the criticism be adverse or favorable it is invariably given with a view to conveying practical, helpful information in an interesting form. many of our readers have expressed to the editor their appreciation of this department, though perhaps not contributors themselves. The department is, therefore, one of very great benefit to all and is not merely made up of personal letters to the individuals or firms submitting specimens for criticism.



THE DEPARTMENT OF THE INTERIOR has again shown its progressiveness by the publication of a second beautiful booklet designed to make better known and appreciated Canada's National Park System and the natural beauties of the great new Dominion. The first booklet of this character, which was entitled "Just a Sprig of Mountain Heather" was referred to in the September Review of Specimens. A few days ago another came to hand bearing the title "Glaciers of the Rockies and Selkirks," the cover of which is reproduced on this page. This is altogether a most attractive publication, and like the previous booklet referred to is quite out of

the ordinary run of government literature. This booklet was also designed by H. W. Leggett, who holds the position of Clerk-in-charge of Printing with the Department of the Interior. The printing was executed by The Federated Press Limited, Montreal, under Mr. Leggett's direction. The most notable feature about the booklet is the cover, which is distinctly a work of art. Professor Coleman's

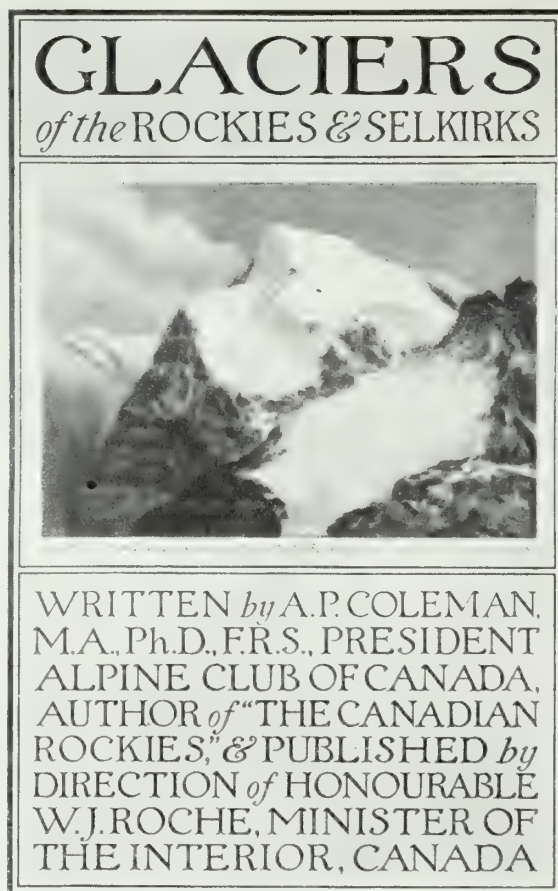
water color sketch furnishes a magnificent basis for this and using it as a starting point Mr. Leggett has furnished it with congenial surroundings in the hand-lettered title and tinted background. The water color sketch is reproduced in natural tints giving a touch of realism to the sky, snow and rock shown therein. A tint block fits within each of the three inner panels of the design and is printed in a

delicate buff, on which the black lettering and border stand out very attractively. The cover stock is heavy white coated and is stippled. The interior of the booklet is in black throughout, and is printed on best quality white coated, on which the numerous illustrations are exceptionally well printed. The entire booklet is of such a high order as to reflect great credit on the Department of the Interior, Mr. Leggett, and the Federated Press, Limited. A greater number of similar productions to the two recently issued by the Department of the Interior would be good investments for that department and other departments of the Dominion and Provincial governments.



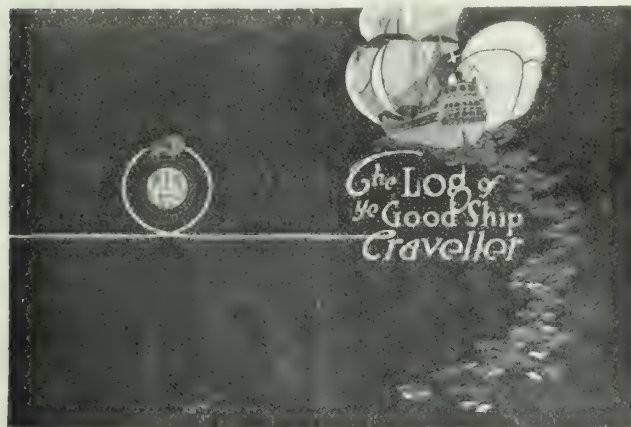
"THE LOG OF THE GOOD SHIP TRAVELLER," as told by the well-known Winnipeg jewelry firm of D. R. Dingwall Limited, was the subject of a very attractively executed booklet by the Public Press Limited, Winnipeg. It is a little pocket edition, 4½ x 6 inches in size, and consisting of 16 pages, with overhanging cover. The cover stock is an antique white,

but the front and back outside are completely covered with a brown tint, except where the title and the other parts of the design show through in white, as seen in the reproduction on this page. Rich blue and gold interspersed on various parts of the ship and the trade mark, etc., complete a very effective cover. The interior is in three colors, a white coated stock being used. The two centre pages are



The illustration is from a water color sketch and was printed in delicate realistic tints. Hand lettering by Harry W. Leggett.

shown herewith and give a very accurate idea of the general good effect. The border design is in a light buff tint, while a Nile green tint furnishes a sky line and background to the closecut half-tones, the latter being splendid examples of the engraver's art. The headings in Packard and the text matter in Cheltenham Old Style, together with the illustration, are in black. In the remainder of the booklet the pages are evenly divided between illustrations and matter relating to the City of Winnipeg and jewelry illustrations and prices. Only one jarring note breaks in upon the per-



A Booklet Design in which Brown, White, Blue and Gold Combine to Give a Most Pleasing Effect.

fection of this production and that is a map of the city, printed in red and black, with the usual street index below. This is folded into the centre of the booklet and stitched with it, spoiling the effect of the cross-page illustration which may be seen in the reproduction. Such a map might have been permissible pasted neatly to the inside of the back cover, or better, enclosed in a pocket, but even there it would jar sadly on the altogether different character of the booklet.



ANOTHER production of a high order comes from the Public Press. It is the price-list of the Rat Portage Lumber Co., Winnipeg, and is an impressive publication of 146 pages, replete with illustrations. The overhanging cover measures $5\frac{1}{4} \times 9\frac{1}{2}$ inches and is a buff, double-thick stock, with appropriate door-frame design heavily blind-embossed. The lettering is in blue with trade mark in blue and red, making altogether a very pleasing cover design. The interior is in three colors, and is printed on white coated. The text and illustrations are in brown, which is set off admirably by a border design in light blue with trade mark worked in at the foot in blue and red. A feature of this booklet worthy of mention is the manner in which the endleaves are attached. Two sheets of single-thick of the same color and quality as the cover are used at both front and back, one of these being glued to the cover. In the case of the front cover this serves the useful purpose of giving a smooth surface on the inside instead of the rough reverse side of the embossed design. Both endleaves are folded in about a quarter of an inch and this margin is sewn in binding the catalog. The result is a much neater and stronger job than could be secured by glueing the endleaves to both cover and interior. The Rat Portage Price-List is a very praiseworthy production.



A NEAT COVER page design for an annual report comes from Joseph L. Hill, with the *Citizen*, Port Colborne, Ont. Cheltenham type, in conjunction with a plain double rule border is used. Other samples submitted are not up to the stand-

ard set by the cover design, however. One point in which they might be improved is in the use of fewer cap lines, especially in conjunction with upper and lower case.



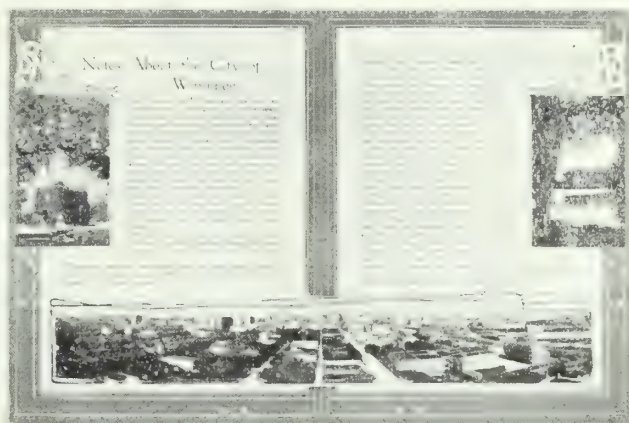
A NEATLY executed business card and banquet ticket have been received from Charles A. Roe, with the *Liberal*, Richmond Hill, Ont. The criticism is offered, however, that script is not to be preferred for an ordinary business card and should not be used unless called for. An advertisement is also submitted by Mr. Roe which is spoiled by the use of an incongruous border. The same type arrangement would have been properly set off by the use of a single rule or simple narrow border, leaving the margin of white space inside. Text type such as the Bradley series used should be avoided in newspaper advertisements as a general rule.



BLOTTERS as a medium for advertising a printing business are always popular and generally fulfil their purpose very well indeed. A neat arrangement printed in red and blue on white ground has come to hand from the Commercial Printery, Berlin, Ont., and is an excellent example of this class of a printer's own advertising. The wording is of a patriotic nature and the small flag emblem shown elsewhere in this issue is used as an illustration with good effect. Another blotter of the same character comes from the Chronicle Ptg. Co., Cookshire, Que. This is good also but the suggestion is offered that the floral border is over-prominent and detracts from the reading matter placed within it.



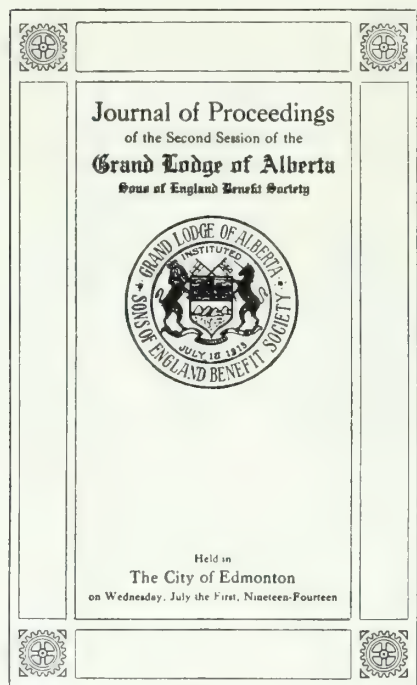
WILLIAM FOX, with A. E. Long & Co., Toronto, sends a package of samples covering a wide range of platen jobs in one and two colors. Generally speaking these show a painstaking care and a degree of mechanical perfection in their production that is commendable. There is a weakness, however, in Mr. Fox's work that should be corrected. This is the tendency to over-ornamentation which is evi-



Two centre pages from Booklet by Public Press, Winnipeg.

denced in practically every one of the large number of jobs submitted. Borders and tint block and time-consuming rule work all combine to form a meaningless and conglomerate mass of decoration that entirely submerges the type matter and gives a most disturbing impression to the mind of the reader. Simplicity in type design, the proper balance of type with white space, and the sparing use of appropriate borders and other decorative material, would make a vast improvement in the practical value as well as the artistic appearance of Mr. Fox's work.

A STRIKING evidence that long years of experience in the manipulation of types is not an essential to the production of creditable typography comes from Richard C. Sellers, an apprentice at the trade three years, in the employ of the Quick Print, Lethbridge, Alberta. The evidence consists of two specimens of an entirely different character, the handling of each being an example of good work in its own class. One is a cover design for an annual report and is shown in reduced size on this page. This was printed in dark green on a buff colored, hand-made cover stock. A



Well balanced cover page by a "two-thirder," Richard C. Sellers, Lethbridge.

tint block was run in a deeper shade of buff as a background for the type and crest. The tint covered the inside panel only. The only suggestion that seems called for in connection with this specimen is that the "individual" ornaments used as corner pieces in the design are not quite suited to the character of the work. This is not a serious fault, however, as the general appearance is excellent. The other specimen submitted by Mr. Sellers is a blotter gotten up for advertising the facilities of the Quick Print for producing good printing. This job also is very well handled and is worthy of praise.



A UNIFORM high character of simple beauty throughout all his productions is the reward of J. W. Short, Superintendent of the Hurley Printing Co., Brantford, for his careful study of the principles of good printing and the close application of those principles in every single job that passes through the establishment. Only one specimen is reproduced this month out of a generous package received from Mr. Short. This is an announcement and invitation of an ordinary business character, which has been handled in a simple, yet tasteful manner. The typographical appearance is seen in the reproduction, while the stock used was

pure white hand-made finish, with a deckle along the lower edge, the job printed in black with orange initial. The effect produced by the allowance of a wide margin is indicated by the rule placed around the text matter. From other samples received it is noted that the Hurley Co. are turning out embossed stationery in a very creditable manner. Throughout all the specimens of both printed and embossed work the perfect harmony in the selection of type faces, inks and stock, is a most noteworthy and pleasing feature. For their high grade color work also the Hurley Co. are to be commended. A specimen of four color halftone work used as a banner illustration received is worthy of special mention. The colors are reproduced with great faithfulness, approximating to a surprising degree the realistic touch of the artist's brush.

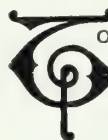


Print Shop Economics

To Fasten Paper to Metal.—The juice stewed from ordinary onions and mixed with a little sugar syrup is a good adhesive to fasten paper to metal. This onion mucilage is used to secure the paper faces of clocks and watches to the zinc underneath.

To Prevent Labels Curling.—If after being pasted, labels are allowed to stand a few minutes before being attached to packages, the moisture from the adhesive will stretch the paper and then they will adhere smoothly and tightly.

To Clean Engravings.—A mixture of acetic acid and common table salt is a good cleanser for the removal of verdigris from the face of electros and halftones. Dissolve the salt thoroughly and apply with a stiff tooth-brush.



ALL our Patrons attending the Canadian National Exhibition, we extend a cordial invitation to call and see our display of Electrical Lighting Fixtures.

Our Exhibit is in the Process Building, situated the same as last year, and we hope many of our friends will make it a point to see our booth, in which we are showing an extensive display of the "Crown" line, the latest and most up-to-date Lighting fixtures on the Canadian Market.

Representatives will be on hand constantly and every courtesy will be extended. Our Mr. C. B. Belt will be at the King Edward Hotel when not at the booth.

CROWN ELECTRICAL MANUFACTURING COMPANY, LIMITED, BRANTFORD, ONT.

August 20, 1914.

The wide margins give added effectiveness to the type matter. Specimen submitted by J. W. Short, Brantford.

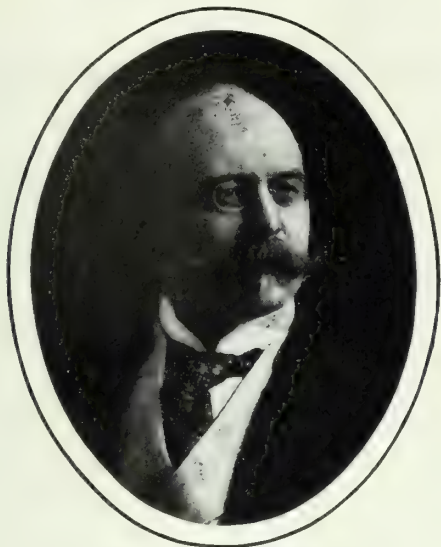
A Clean Sponge.—When the sponge becomes sloppy and soggy wash it thoroughly by putting it through several waters and use a strong washing powder liberally. After washing allow the sponge to dry out and it will be as good as new.

Blotting Paper Best.—When the room for lockup is limited and quoins must be placed next to the chase, pieces of blotting paper placed between chase and quoins will prevent them from slipping.

To Make Cases Slide.—If type cases do not run smoothly on the runs rub common soap on the slides and the trouble will be quickly overcome.

Pelletier Out of Cabinet—T. Chase Casgrain New P.M.G.

THE EXPECTED official announcement of the retirement from the Cabinet of Hon. L. P. Pelletier, Postmaster-General, was made on October 19. At noon on that day Mr. Pelletier stepped out and at the same time T. Chase Casgrain, K.C., LL.D., was sworn in as his successor. The reason given for Mr. Pelletier's retirement from public life



HON. T. CHASE CASGRAIN,
Postmaster General.

is "continued and serious ill-health." It is said he will take a long holiday trip for the benefit of his health.

The new Postmaster-General, Hon. Thomas Chase Casgrain, K.C., LL.D., is a member of a prominent Quebec family, though born in Detroit in 1852. Passing through Laval University, he took up the practice of law at Quebec, his partner being Lieut.-Col. Guillaume Amyot. Some years later he became senior member of the firm of Casgrain, Angers & Hamel, and has for years been an ornament to the Canadian Bar. He represented the Crown at the trial of Louis Riel and his confreres at Regina in 1885, securing a conviction, and, despite strong opposition in the constituency, in 1886 he captured a seat in the Quebec Legislature. In 1891 he was made Attorney-General of the Province, holding this office until 1896. Hon. Mr. Casgrain moved to Montreal in 1907, and in 1911 again manifested an interest in politics, and earned his reward in appointment as senior member of the Canadian section of the International Waterways Commission.

(P)

Newspaper Window Display Week

DURING the Ad Club's Convention held in Toronto last June the local newspapers suggested to retailers in all parts of the city that they make special window displays of advertised goods. The plan was entered into most heartily by a large number of dealers and the red, white and blue posters drawing attention to the displays were posted in window after window, whole blocks of them, along the retail thoroughfares. It need scarcely be added that the campaign was successful in stimulating considerable extra advertising, both among retailers and national advertisers.

The above facts are related because out of the Toronto campaign has grown "Newspaper Window Display Week," which was inaugurated by the Bureau of Advertising of the American Newspaper Publishers Association and has since been referred to in a special bulletin issued by Canadian Press Association and taken up by a large number of Cana-

dian daily newspapers. The week set aside for the display was October 19 to 24 so that by the time this issue of PRINTER AND PUBLISHER reaches its readers the campaign will be a thing of the past. At the time of writing, however, the success of the campaign is assured, so far as securing the co-operation of local dealers is concerned and it seems assured also that those newspapers which have been giving due publicity to it will be amply repaid in the volume of extra advertising carried. The Cobalt *Daily Nugget* reports that "every merchant who has been approached has not only promised his undivided support, but is co-operating in supplying all the information desired as to the number of lines carried that are being advertised in newspapers, also what particular lines will be displayed, etc." Uniform signs are being used as a part of the window displays. These signs indicate that the display is part of a newspaper campaign to arouse interest in nationally-distributed, locally advertised goods.

Not the least important feature of the campaign from the standpoint of the advertising department of the newspaper is the advertising of advertising that will be secured through it and the increased opportunity presented for approaching both foreign and local prospects for new business or increased space. This is a phase of Newspaper Window Display Week that does not end on October 24 but should be carried forward with decided vigor immediately after the date for terminating the window displays.

(P)

Campaign for Weeklies is Assured

AT THE time of going to press about 60 weekly publishers, members of the Weekly Section of Canadian Press Association, have signified their willingness to co-operate in the plan to develop more foreign advertising for weekly newspapers. As this response has resulted solely from the printed bulletin sent out by the Association and which will be followed up later by a second bulletin or special letter to members it is considered certain that the co-operation of 100 members, the number desired, will be secured and the campaign will be proceeded with.

The exact nature of the campaign so far as it is determined at present is outlined in the following draft of the proposal by the officers of the Weekly Section: "That the Weekly Section should employ an advertising expert for either all or part of his time, according to the number of weekly newspapers co-operating in the campaign. This expert would plan and conduct a comprehensive campaign of education directed to general advertisers and advertising agencies relating to the possibilities and claims of weekly newspapers as advertising media. He would collect and collate statistical and other information in support of the case for the weekly newspapers and present this information to the general advertisers and advertising agencies, in the form of bulletins, circulars, etc. This presentation of the case for weekly newspapers in a general way would be supplemented by literature from the individual newspapers co-operating, in which they would present information regarding their respective fields. The expert would lay out a plan of campaign for each co-operating newspaper with the object of securing maximum efficiency for the combined effort."

A further paragraph suggests that it would not require many new contracts to recoup the co-operating members of the Weekly Section for what they are asked to contribute toward the expenses of the campaign. The amount of the subscription asked for is \$1.00 per member per month for a period of one year. This amount is, of course, very small when compared with the results that it is confidently expected will result from the campaign.

The Editor's Opportunity

THE editor's opportunity is beyond estimate. To him are given the keys of every study, the entry to every family, the ear of every citizen when at ease and in his most receptive moods—powers of approach and of persuasion beyond those of the Protestant pastor or the Catholic confessor. He is by no means a prophet, but, reverently be it said, he is as a voice in the wilderness preparing the way. He is by no means a priest, but his words carry further than the priest's, and he preaches the gospel of humanity. He is not a king, but he nurtures and trains the king, and the land is ruled by the public opinion he evokes and shapes. If you value this good land the Lord has given us look well to the nurture and training of your king.

—Whitelaw Reid.



W. BUCHANAN, M.P.

Member Board of Directors, Canadian Press Association

Ten Cent a Week Plan Popular With Winnipeg Telegram

AFTER trying out the plan for five months, C. A. Abraham, president and business manager of *Winnipeg Telegram* has the following to say regarding the selling of that paper through the carrier boys to subscribers at the rate of ten cents a week:

"On May 1st last *The Telegram* and *Free Press* of this city changed the subscription rate from 25c a month or \$3 a year, to 10c a week or \$5.20 a year, the collections being made weekly by the carrier boys. The result has been a gain in local circulation and a vastly improved delivery service. Besides this, the advance in price, estimated on our present output, means an increase in revenue from subscriptions in the case of this paper of nearly \$100,000 per annum.

"Briefly our experience has been that the weekly collection is favored by the subscriber; the delivery system is improved, and the substantial increase in revenues has, in our judgment, more than justified the change. We are no longer dependent entirely on advertising earnings to pay our way. The cash receipts from subscriptions every week,

especially during this war period, means a relief of no mean proportions."

On October 5 the *Telegram* came out with two pages of reading matter relating to its new system and made up mainly of brief, pointed articles from the corps of inspectors and delivery boys. In the case of the latter especially some mighty interesting copy was secured and it is a safe venture that it was all fairly well read. It is natural to suppose that every subscriber would take the trouble to look up and read what his own particular delivery boy and collector combined had to say about his job and the paper with which he was connected. Undoubtedly the personal interest bond is established by means of the new system in a way that it could not possibly be under the old plan.

A novel illustration was used in connection with the article, consisting of a map of the city, on which was indicated the *Telegram's* circulation in each of twelve districts. Within the map, in each of the district spaces, was an inset of the respective district inspector. The portrait of W. H. Henderson, the city circulator, appeared in the upper left corner of the map.



A Prescription for Success

1. Strict honesty with your customer, competitor, banker, those who assist you, meaning labor, and in all things, especially with yourself.
2. A thorough knowledge of your business, both mechanically and commercially.
3. An efficient equipment and an efficient force to handle the equipment.
4. A knowledge of your costs sufficient at least to know whether you are making a fair profit on all your product.
5. Careful study of your overhead to see that you do not overload your productive capacity by complicated book-keeping or methods of obtaining work.
6. Make your every customer a salesman for your business. This he is always willing to become if you treat him right and give him good service. It is easier to keep business than to get new business. Strain every effort in reason to please the customer.
7. Have satisfied, competent help, and see that they are supplied with an abundance of material; it is cheaper than labor.
8. Be careful that every step or movement is shortened to the uttermost, and that the hygiene of the workrooms is as good as it is possible to make it. Then if the returns show that it can be done, let the producers share with you the results. In fact, the whole establishment should be run on the family basis. "One for all and all for one."



How the Chinese Editors Decline

The Chinaman is too polite to say anything that might give offence to another. Here is said to be a Chinese editor's letter of rejection: "I have read your work and am delighted with it. Nay, I swear by the sacred ashes of my forefathers that never in my life have I read anything to excel its merits. That is why I am afraid that His Majesty, our exalted Emperor and Sire, would become so enthused over it, should we print the work, that he might forbid us ever to have anything printed hereafter that did not approach this superb masterpiece. And since in the next one thousand years another work of equal value can hardly be expected, we herewith return your divine manuscript to you with infinite regret and beg your forgiveness for doing so."

HAPPENINGS OF THE MONTH

Among the Job Offices

P. M. Draper, of the government printing bureau, has been made superintendent of outside printing.

Public Press Limited, Winnipeg, has just installed a No. 9 Linotype, the first of this model in Western Canada.

J. De L. Tache, King's Printer, has moved to Ottawa from his old home at St. Hyacinthe, Que., where he has lived for the past 26 years.

The Holiness Movement printing department, located at Ottawa, have completed their new building and are occupying same. Some additions to the plant have been made.

Lowe-Martin Co., of Ottawa, have removed to their new building on Nepean street, giving them ample space and every convenience and facility for their production.

Fire did considerable damage to the premises and plant of the Metropolitan Press and Pacific Printers, located at the corner of Mainland and Helmcken Streets, Vancouver.

At a special joint meeting of the news night, news day, and job chapels of Regina *Leader*, it was decided to make a weekly contribution to the Canadian Patriotic Fund.

Business is fair in Ottawa at present. There are no serious complaints of slackness either with job printing or newspapers, and advertising is apparently on a normal basis.

A. F. Stevens, of the Acme Press, Victoria, B.C., recently returned from Switzerland. Mr. Stevens became a benedict while in Switzerland and brought his bride to Victoria with him.

Henry J. Hellard, for many years an employee at the Government Printing Bureau, latterly as messenger to the King's Printer, died October 5, in his 67th year. Eli Hellard, of the Lowe-Martin Co., Ottawa, is a son.

E. E. Cinq-Mars, King's Printer for the Province of Quebec, arrived home September 28 after a trip abroad that was abruptly cut short by the war. Mr. Cinq-Mars had some exciting experiences to relate, chief of which was being detained at Amiens when that city was captured by the Germans. He fortunately escaped under cover of night and made his way by a tedious route back to Paris.



With the Newspapers

GENERAL.

Frank W. Fox, editor of the C.P.R. Press Bureau, Montreal, made a trip through Western Canada recently.

Frank W. Begley has been appointed to the Field Printing Dept. with the overseas forces. Mr. Begley is a practical newspaperman of mature experience. He expects to leave with the second contingent.

There was considerable delay to second-class mail addressed to points in Great Britain during the first few weeks of October. This was due to the taking over by the Government of many of the steamers ordinarily used in transport. Now that the Canadian troops are landed, however, it is expected that newspapers held up temporarily will quickly be delivered and it is not likely there will be any further delay.

A report comes from the press bureau of the Panama-Pacific International Exposition that President Yuan Shai Kai of China has notified Exposition officials that China will spend \$10,000,000 in the United States and Canada during 1915 for the purpose of developing and increasing her trade. Fifty of the most influential members of the Chinese Chambers of Commerce will visit the exposition and make a tour of the principal cities of the North American continent.

A proposition that seems to have commended itself to a considerable number of Canadian newspapers is the distribution to

readers of a book called "The Nations at War," issued in 40-page parts every two weeks. It is sold on the basis of "a cent a day"—15 cents for each part when accompanied by a coupon from the paper. Willis J. Abbot is author of the work and the Syndicate Pub. Co., of New York and London are marketing it. Some of the newspapers acting as distributors are: Kingston *Standard*, Montreal *Herald and Telegraph*, Hamilton *Times*, Brockville *Recorder*, Halifax *Herald and Mail*, St. Thomas *Times*, Lindsay *Warder*, Regina *Leader*.

NEWFOUNDLAND.

H. E. Hayward, a cartoonist of the New York *Herald*, accompanied by his wife, spent several weeks in the Straits of Belle Isle and along the West Coast of Newfoundland, making sketches for his paper.

Preparations are now being made in all the Newfoundland offices for the fall and Christmas trade, and indications point that the printing business from now on till the end of the present year will be more brisk than usual.

Some half dozen members of the St. John's *Evening Herald* were among the volunteers to the first Newfoundland contingent for the front. Members of the staff of some of the other Newfoundland papers are also among the volunteers.

MARITIME PROVINCES.

Amherst *News-Sentinel* held its annual ten-mile road race on October 10.

Sydney *Record* offers the "National Embroidery Pattern Outfit" for one coupon and 68 cents expense amount.

T. R. O'Leary, of St. John *Telegraph* editorial staff, has returned after a vacation trip to Upper Canada.

F. J. Hardiman, accountant, with the *Telegraph* Pub. Co., accompanied by his wife is on a visit to the New England states.

William Henry Dennis, business manager of Halifax *Herald and Evening Mail*, was married October 14 to Miss Hilda Pauline Wood.

A fire occurred in the building occupied by Windsor *Tribune*, September 27, and caused considerable damage and inconvenience, principally by water.

The shareholders of the Standard Publishing Co., Ltd., held their annual meeting this week when reports showing a successful year were submitted, and officers were elected as follows: G. B. Jones, Apohaqui, president; Geo. W. Fowler, Sussex, vice-president; M. W. Doherty, St. John, secretary-treasurer, and these with J. B. M. Baxter, and Thomas Bell, St. John, directors.

QUEBEC.

Hubert Groves has disposed of the Westmount *News*.

J. H. C. Gainfort has left the Montreal *Gazette* reporting staff.

Montreal Advertising Club held a successful smoking concert recently.

J. Feller has succeeded J. De L. Tache as editor of *Le Courier*, St. Hyacinthe.

The Verdun *Echo* is preparing a special Christmas edition, which is meeting with hearty support from advertisers.

Gold and silver watches are offered boy and girl readers by Montreal *Star* as prizes for coloring the *Star's* war map.

Jack Crate, assistant telegraph editor of Montreal *Star*, has been appointed managing editor of Ottawa *Journal* in succession to James J. Larkin.

J. J. Beauchamp, LL.D., K.C., editor of *La Revue Legale*, has been appointed reporter of Quebec Judicial Reports, in succession to the late W. C. Languedoc.

John Bassett, the Ottawa representative of the Montreal *Gazette*, who was recently married, has returned from his honeymoon, and will take up residence on Cooper St., Ottawa.

Montreal *Star* publishes a statement showing the total number of individual payments by mail and over the counter for ten days during September, 1913, and for the corresponding ten days of this year. The record shows an increase of 2,817.

Montreal Press and Advertising Club, an organization embracing both branches of the profession, held a club night on Oct. 15, when some interesting recollections of Mark Twain were related by W. J. Ashcroft who at one time was the humorists's publicity agent.

Fleetwood H. Ward, vice-president of Montreal *Herald and Telegraph*, during the ownership of that paper by D. Lorne McGibbon, was instantly killed by a train on September 29. He was 40 years of age and prominent in Montreal commercial circles, being director of several important companies.

The annual round-the-mountain race conducted by Montreal *Herald-Telegraph*, was held on October 12, and was won by Walter J. Bell, of the Montreal Shamrock A.A.A. The course is about 9½ miles long and the time was 59 minutes, 3-5 seconds. Ed. Clouette, the second man, was only a few yards behind Bell at the finish.

Isidore G. Ascher, B.C.L., a well-known poet and journalist, died at London, England, at the advanced age of 80 years. He was the eldest son of the late G. I. Ascher, and a brother of Hyman Ascher, of Montreal. Mr. Ascher had resided in England for many years. He graduated from the office of the late Edward Carter, Q.C., and later left law to take up literature.

Frank Carrel, proprietor of the Quebec *Daily Telegraph*, has been elected a Director of the International Portland Cement Company of Washington, Spokane. Mr. Carrel, in addition to his newspaper work, is largely interested in a number of industries throughout Canada, being a Director of the Canada Securities Corporation Limited, of Montreal, London and Toronto; Mexican Mahogany & Rubber Corporation, Limited; Mount Royal Brick Company, and member of the Advisory Boards of the Canada Steamship Lines Limited, and Prudential Trust Company, of Montreal.

ONTARIO.

Berlin *Telegraph* has purchased a Model B Intertype.

Toronto *Star* entertained the senior high school students at the Strand Theatre.

Toronto *Star* offers its readers a war atlas containing eight detailed maps, for 15 cents.

Chatham *Planet* offers the Economy Cook Book for six coupons and 68 cents expense amount.

Toronto *News* offers its readers a picture of the late Sir James Whitney, for twelve cents, post paid.

Brantford *Expositor* published a special patriotic number edited entirely by Brantford ladies, on October 4.

Ralph Smith, mechanical superintendent of Ottawa *Journal* for the past 23 years, died suddenly on September 27.

Toronto Ad. Club has elected Mayor H. C. Hocken, proprietor of the *Orange Sentinel*, as its honorary president.

R. S. Bell was presented with a handsome silver snuff box on the occasion of his leaving the staff of Kingston *Standard*.

Goderich *Star* offers new subscribers who pay 75 cents extra a \$500 accident insurance policy and an identification and protection tag.

Frank Freeman, who has been on the staff of Englehart *Courier* for two years past, has left to go into business with his father.

Hepworth *Progress* is offering ten per cent. of all subscription money received between October 24 and November 7 to the Patriotic Fund.

The local Council of Women will publish a special Belgian Relief Fund Edition of London *Advertiser* in response to an invitation from that paper.

J. E. Spencer, editor of the *Agriculture Gazette of Canada*, published by the Dominion Department of Agriculture, made a tour of Western Canada recently.

The Beaver, of Hillsburg, which ceased publication about two years ago, has again been started, the first copy appearing on Oct. 13. The Editor is A. H. Steadman.

London *Advertiser* has issued a comprehensive circulation statement showing distribution of circulation by counties and towns. The daily average for August was 29,765.

Mrs. J. M. Elson, wife of the editor of St. Catharines *Journal* has undertaken to edit a patriotic number of the Journal, to be handled throughout by ladies of the peninsula.

W. P. Bonsall, for the past 41 years with the R. G. Dun Mercantile Agency and formerly a newspaper man, died at his residence at Toronto on September 23. He was 71 years of age.

Thomas Bengough, secretary of the Ontario Association for the Promotion of Technical Education, addressed Toronto Ad. Club on Oct. 13, on Industrial Training and Technical Education in Canada.

John McKenzie Anderson, a former owner of *Galt Reformer* and later connected at different times with *Paris Transcript* and *Toronto Globe*, died at Toronto September 30 at the advanced age of 72.

A. H. Jamieson, a young Indian from Woodstock, won the 21st Annual Thanksgiving Day Road Race conducted by Hamilton *Herald*. The distance around the bay is 19 miles, 168 yards, and Jamieson's time was 1.52.17.

J. Ellison Young, former city editor of St. Thomas *Journal*, and for some months past connected with the publicity department of the Southern Ontario Gas Co., has resigned his position to return to the *Journal's* staff as news editor.

Thomas W. Sims has sold Highgate *Monitor* to Mr. Kedwell, of Wyoming, and W. K. McLean, who has been manager of the *Monitor* for some time. Mr. Maclean will now manage the *Rodney Mercury*, which is owned by Mr. Sims, who is also publisher of the *West Lorne Sun*.

At a concert which ushered in the winter season of the Toronto Advertising Club the retiring president, William G. Book, was presented by John Blackhall, on behalf of the club, with a mahogany silver cabinet.

C. C. Green, who has been managing haileybury *Haileyburian* for the past six months, has handed over the position to the proprietor, Mr. Errett, and again takes his place on the staff of Cobalt *Daily Nuggett*. It is also announced that Mr. Green will go to the war with the second contingent.

Two reporters on local Ottawa dailies were forcibly ejected by a constable from the civic assessment department of Ottawa City Hall. The officer acted on verbal instructions from Mayor McVeity, who issued an order some time ago prohibiting reporters going into the various departmental offices at the City Hall.

The citizens of Port Arthur recently showed their appreciation of the up-to-the-minute bulletin service that has been furnished by the two local dailies since the commencement of the war by presenting their respective managing editors and news editors with meerschaum pipes and fountain pens.

Arthur W. Roebuck, proprietor of the *Temiskaming Herald*, of New Liskeard, for the past 9 years, has sold the paper to E. G. Hand, formerly proprietor of Cobalt *Citizen*. Mr. Roebuck has gone to Toronto to resume a law course commenced some years ago. He was the guest of honor at a farewell smoker prior to his departure.

F. W. Field, editor of *Monetary Times*, Toronto, apparently has a knack of growing giant vegetable marrows. A large one was exhibited in the window of Toronto *Star* recently and was presented to the person guessing nearest to the exact weight. It tipped the scales at 23 pounds, four ounces, and one young man guessed its weight exactly.

An arrangement has been entered into between the newspapers of Morrisburg whereby the *Herald* has ceased publication and the proprietor will in future devote his entire time to the job printing end of the business, while the *Leader* will continue to publish a paper and will do no job printing at all. The *Leader* will in future be independent politically.

Two noteworthy records were made in voting contests on Saturday, October 3. On that day *Le Temps*, Ottawa, took in \$1,255.50 and Orangeville *Banner* receipts for the same day amounted to \$762.85% of the business, on *Le Temps* was new subscriptions and 63% of the receipts on Orangeville *Banner* was new. The Canadian Circulation Co. handled both contests.

Toronto's new afternoon paper, *The Daily Courier*, made its first appearance on Saturday, October 17. It is evidently the intention of the new publication to give special prominence to illustrations, of which there were a goodly number, carefully selected and well printed. The news is in condensed form and sifted to cover only the more important events. John A. Cooper is editor, and Britton B. Cooke is news editor.

The death occurred at Colborne, October 21, of George Keyes, in his 82nd year. He was one of the oldest newspaper men in the province, having learned the business on the office of Belleville *Intelligencer*, under Hon. Sir Mackenzie Bowell, later being on the staff of Cobourg *Star*, then, on return from a few years' stay in Bermuda, securing a position on Toronto *Globe*, and coming in 1866 to Colborne, where he established the *Express*.

October 5 saw the birth of a daily paper at Niagara Falls. *The Evening Review* made its initial appearance on that date, published by F. H. Leslie, Limited. F. H. Leslie bought the Niagara Falls *Review* (weekly) a little more than ten years ago and also owned *Tavistock Gazette* until recently. He has now sold the latter paper and formed a joint stock company, of which he is manager,

to conduct the *Review* and the extensive job printing business in connection. Last year a fine new building was erected, in anticipation of the increased requirements needed for the new daily. The *Evening Review* is an eight page, 7 column paper, and presents an attractive appearance throughout. Robert Batho, a former British newspaperman and a contributor and author of note, is editor. The weekly edition will be continued as formerly. An interesting feature in connection with the inauguration of the daily edition is that the weekly was commenced 35 years ago almost to a day.

John McRae, alias T. R. Adamson, was arrested in Toronto on October 3, charged with fraudulently securing subscriptions to the "Business Man's Magazine." Armed with a number of subscription slips he solicited subscriptions to the publication at the rate of \$2.00 a year, \$1 to be paid in advance. It is said he succeeded in securing considerable money in this way from residents of western Ontario towns. Police Magistrate Denison sentenced him on October 4 to spend 90 days in jail.

L. Fairfax, owner and editor of South Porcupine *Herald* was the victim of a peculiar accident the latter part of September. He had been out on a shooting trip and apparently neglected to unload his gun on his return. While placing it on a shelf in the office it discharged in a mysterious manner and shot away a thumb and first finger. Medical aid was quickly secured and an operation was found necessary. The injured member is now making favorable progress toward recovery, but in the meantime it was found necessary to suspend publication of the *Herald* for a couple of weeks.

MANITOBA.

C. St. John Brennan, editorial writer on *Winnipeg Free Press*, accompanied by Mrs. Brennan, visited Fort William recently.

Treherne *Times* gave a set of team harness to the contestant guessing the nearest correct number of wheat kernels in a sealer on exhibition in a local store window. A condition of the contest was the getting of one new subscriber to the *Times* and paying two years' subscription in advance.

Winnipeg Free Press offered its fan readers \$500 for an "all correct coupon showing the actual number of games played and the exact score of each game" in the World's Baseball Series. Twenty-three other prizes aggregating \$100 were offered for the nearest correct estimate, second nearest and so on.

SASKATCHEWAN.

S. H. Clegg, city editor of *Moose Jaw Times*, is spending an extended holiday in England.

W. M. Scanlon, city editor *Regina Leader*, has gone to the front with one of the local regiments.

Estevan Progress, John Bailey, editor, is contemplating the erection of a new brick building to meet the needs of increasing business.

Saskatoon Phoenix is again on its feet after a suspension of about a month. A new company called the *Saskatoon Phoenix Pub. Co., Ltd.*, capitalized at \$100,000, has taken over the

business from J. A. Aikin, the former proprietor. John Cairns continues as business manager and James Cruickshank, who has been on the editorial staff for some time, is editor.

ALBERTA.

Leduc Representative has moved into a new building on North Freeman Avenue.

Calgary Herald entertained over 100 newsboys to a sumptuous Thanksgiving dinner.

Delburne Progress, published by S. A. Gill, is having a new home erected on Main street.

A new paper is being published at Wabamum, by W. H. Ashley & Son. The first issue appeared October 1.

Redcliffe Review recently gave a novel contribution to the Patriotic Relief Fund. The *Review* furnished local ladies with supplies of newspapers free of all charge, the proceeds from sales to go to the relief fund. A prize was offered to the lady turning in the largest amount, thereby stimulating interest in the event.

The most largely attended meeting of Calgary Ad Club in its history was held on October 7, when the members and friends gathered to listen to an address by Joseph T. Hinkle, Washington State delegate to the International Irrigation Convention being held in Calgary. Motion pictures were also shown of the working of the C. P. R. irrigation system, showing the great dam at Bassano.

BRITISH COLUMBIA.

George M. Murray, editor of South Vancouver *Chinook*, has been elected president of the South Vancouver Liberal Association.

Robert McDougall, city editor of the *Vancouver Province*, has resigned his position on that paper and has purchased the plant of the *Penticton Herald*.

E. C. Sheppard, a son of E. E. Sheppard, the founder of *Toronto Saturday Night*, has been appointed editor of *Vancouver Sun*, in succession to John P. McConnell, who resigned recently.

W. Garland Foster, who for the past six years has been editor of *Nelson Daily News* and for the past four and a half years its manager also, has resigned to go to the front with the second contingent. He has been succeeded by Robb Sutherland, late of *New Westminster News* and a former Ontario newspaperman.

A new company called The Kamloops Press Co. has bought the newspaper and job printing business formerly conducted by the late F. E. Young, under the name of Kamloops Standard Printing and Publishing Co. The Principal stockholders in the new concern are W. H. Johnston, J. Gill, S. C. Burton, and J. T. Robinson, all local men. J. F. Wright, formerly on the staff of *Victoria Colonist*, is general manager and editor. On October 4 the plant was moved from the old quarters to a new brick building in the centre of the business section, specially planned and built for the newspaper company. The *Standard*, which was formerly a semi-weekly, is now published daily, and has greatly increased its subscription list and volume of advertising.



EDMONTON NEWSBOYS' BAND, THE LARGEST OF ITS KIND ON THE AMERICAN CONTINENT.

Organized and financed by John Michaels, better known as "Mike," who is president of the Newsboys' Union and founder of its club. The instruments cost \$4,000, which amount "Mike" raised among his business friends. He conducts a stand at First and Jasper, carrying newspapers and periodicals in 17 languages.

ANNUAL MEETING OF WESTERN ASSOCIATED PRESS.

OVER A score of prominent newspapermen gathered at Winnipeg on Monday, October 5, to attend the annual meeting of the Western Associated Press, Ltd., when the president, E. H. Macklin, presented his annual address and the treasurer, W. L. Roblin, the financial statement for the past year. Officers for the ensuing year were re-elected as follows: President, E. H. Macklin, *Winnipeg Free Press*; vice-president, R. L. Richardson, *Winnipeg Tribune*; treasurer, W. L. Roblin, *Winnipeg Telegram*; secretary, J. F. B. Livesay; directors, E. B. Mackay, *Port Arthur News*; D. Smith, *Fort William Times-Journal*; C. A. Abraham, *Winnipeg Telegram*; J. W. Dufor, *Manitoba Free Press*; J. J. Moncrieff, *Winnipeg Tribune*; W. F. Kerr, *Regina Leader*; W. F. Herman, *Saskatoon Star*; Thomas Miller, *Moose Jaw Times*; Hon. W. A. Buchanan, *Lethbridge Herald*; W. M. Davidson, *Calgary Albertan*; J. H. Woods, *Calgary Herald*; Hon. Frank Oliver, *Edmonton Bulletin*; M. R. Jennings, *Edmonton Journal*; W. Garland Foster, *Nelson News* and John Nelson, *Vancouver News-Advertiser*. J. H. Woods was elected chairman of the news distribution committee.

In the afternoon a general meeting of shareholders of the Port Arthur and prairie section of the Canadian Press, Limited, was held, when matters of general interest were discussed and the report of Mr. Macklin, the first vice-president, in connection with the recent annual meeting of the Canadian Press, Limited, was unanimously approved. Recommendations were adopted for the granting of a morning paper franchise to the Saskatoon Phoenix Publishing Company, and of an evening paper franchise to the Brandon News Publishing Company, subject to satisfactory guarantees by the applicants of entering into a contract for one year for the news services in question.

In the evening the visiting newspapermen were entertained at dinner at the St. Charles hotel by the Winnipeg publishers, during the course of which some happy references were made to the continued prosperity of the Western Press, which has now completed its seventh year of existence.

NEWS OF THE TORONTO BOARD.

A SERIES of Estimate Classes will be conducted during the coming winter by the Graphic Arts Board of Trade of Toronto, under the direction of the manager, Daniel L. Baker. These will be held in the Board rooms every Thursday evening, commencing October 19 and continuing for about 6 months. One or more other series of classes, taking up other branches of printing office management, will likely be announced later. These may possibly be alternated with the estimates classes or possibly held independently. The Board has moved from 623 Confederation Life Building to 610, on the same floor.

VICTORIA OFFICE CLOSED TEMPORARILY.

BUSINESS in Victoria, B.C., is very dull at present owing to war conditions but there is a feeling that things will brighten up as the holiday season approaches. Most of the shops are working short time.

The central office of the local branch of the Typothetae has been closed temporarily and Mr. Hildebrand, the secretary, has secured a position on the other side of the line. It is hoped to reopen the central office shortly and to secure the services of so able and popular a secretary as Mr. Hildebrand proved himself to be.



Campaign for Union School Books

At the sixtieth annual convention of the International Typographical Union, recently held at Providence, R.I., the following proposition was submitted and unanimously adopted:

"Whereas, the International Typographical Union has declared for the use of the union label upon all textbooks used in the public schools; therefore, be it

"Resolved, that this convention instructs the Executive Council of the International Typographical Union to take charge of and plan a campaign for the introduction of union textbooks in the public schools throughout the United States and Canada."



Optimistic News About Local Retailers

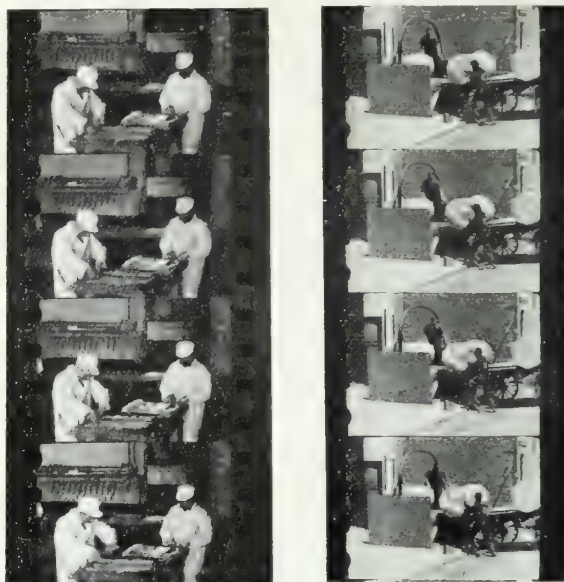
AN EXCELLENT adaptation to local conditions of the optimistic news campaign conducted by Canadian Press Association was carried out successfully by *Montreal Star* in its issue of Saturday, October 17. This consisted of a

full page bearing the popular heading "Business as Usual" filled with brief, newsy, news items relating to local retail conditions in all lines. "Trade Improves, Tone Optimistic, Claims B. Silver" in one heading. Others are "The Boot Trade Increasing, Says One Dealer," "Sayer Electric Doing Very Well in Counter Sales," "Furriers Trade Is Not Affected by European War," etc. This localizing of the news item plan of campaign and applying it to the retail trade should have a splendid effect on local conditions and other papers would do well to make use of the idea.



Western Canadian Newspaper in the Movies.

AN ARRANGEMENT that should result in a good advertising proposition for the newspaper was recently entered into by *Calgary Daily Herald* and the Calgary branch of the General Film Co. The building and plant of the *Herald* were used as the setting for a special educational film, called "The Making of a Metropolitan Newspaper." Two examples of the scenes depicted in the film are shown herewith. Other views show the general offices of the paper, stereotypers at work, linotype and operators at work,



Two of the scenes shown in the "movies" in the film entitled "The Making of a Metropolitan Newspaper."

newsies "getting out," loading the mails, the big presses in operation, the front page of the paper, etc. The film is 1,000 feet in length and is being shown in 52 houses, occupying in all about 104 days. Each day it will show to upwards of 1,000 people. The film will not only advertise *Calgary Herald* to possible advertisers and subscribers, but should also make the space used by present advertisers more remunerative by attracting favorable attention to the paper.



Don't allow each employee to go to the press for a copy of the paper. Have a boy deliver it—it is cheaper than paying for the time of men and women to do the same thing.

To test coated paper, hold it firmly between the moistened ends of the thumb and middle finger. Hold it for twenty to thirty seconds then lift the fingers. If the coating picks off and remains on the finger ends, it may "pick" in printing—in which case an ink with less "tack" in it than usual should be used.

Ask the Wahl Printing & Binding Co.

They KIMBLEIZED Their Plant— and Are Well Pleased That They Did

A Complete Equipment The Wahl Printing & Binding Co., Niagara Falls, N.Y., have installed nine Kimble Alternating Current Motors, ranging from a 1-3 h.p. motor to run a 10x15 press to a 1½ h.p. motor to run a cylinder press.

Write to Mr. Wahl If you are doubtful as to the ability of Kimble Motors to give you greater satisfaction and to save you money, write to Mr. Wahl. Ask him. Or if you are ever at Niagara Falls for a honeymoon or any other reason, drop in and Mr. Wahl will be glad to show you through his plant and let you see the Kimble Motors on the job.

Perfect Drive for the Job Then here's the Art Press, of St. Louis, Mo. Some time ago they bought a ¼ h.p. friction drive Kimble Alternating Motor. Now they write to our St. Louis representatives as follows:

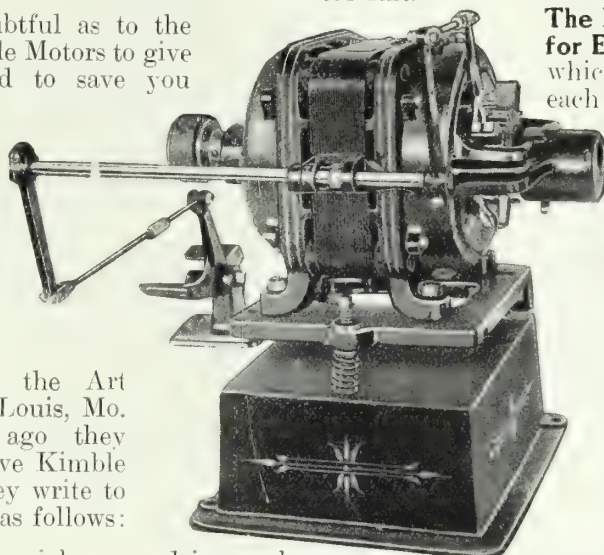
"It is absolutely perfect as a job press drive and remarkably economical of power. The motor has given us absolutely no trouble and is as near 'fool-proof' as a machine can be built."

From Olyphant, Pa., comes another letter, written by Jones Bros., proprietors of the Olyphant Gazette. They say:

"We have two of your motors on job presses and are highly pleased with them."

Wide Range of Speeds with Fine Gradations Very Important And so the letters come in from Kimble users, all pleased, all saving money in operating costs. One of the chief reasons that make Kimble Alternating Current Printing Press Motors so efficient is the wide range of speeds and the fine speed gradations.

You know that there is no use setting a definite speed at which to run your presses. To print cards and envelopes at 1000 impressions per hour would be absurdly slow. On the other hand to print ribbons at 2500 i.p.h. is even more absurd, because it is far too fast.



The Right Speed for Every Job The right speed is the speed which best suits the conditions of each particular job. The quality of work desired, the sheet, grade of paper, human element of speed — all must be considered. When the speed is right there is just sufficient time for the pressman to put in the new sheet and remove the last one. The pressman can then keep up without using the "throw-off" and the production will be greater and the spoilage less than at a higher or lower speed.

Increase Press Efficiency Kimble Alternating Current Motors give exactly the speed for any job. In this way they increase the efficiency of each press at least 20% over ordinary alternating current motor drive and about 35% over line shaft drive.

Lower Operating Cost In addition they are the only a-c motors that reduce current consumption in proportion to speed reduction. In current saving alone they pay 5% monthly on their cost. Everything considered they pay 10% monthly dividends on their cost and pay for themselves inside a year. After that the savings are all "velvet" for you.

You should *Kimbleize* your shop for your profits' sake. Write for our Red Motor Catalog.



KIMBLE ELECTRIC CO.

CANADIAN AGENTS

All points east of Port Arthur and Fort William:—

MASCO COMPANY, LIMITED, 55 Church Street, Toronto, Ont.

All points west of Port Arthur and Fort William:—

MAINER ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man.



TRADE NOTES

NON-CURLING GUMMED PAPERS.

NON-CURLING gummed papers have long been a specialty of the Ideal Coated Paper Co. of Brookfield, Mass., and all gummed papers sold by this firm carry an absolute guaranty that they will lay flat under all conditions. They have recently issued a handy little sample book showing their complete line of Thistle Brand Gummed Papers, that should be in the hands of every progressive printer. Besides a complete line of whites the range includes a wide range of colored stocks in the satin plate finish and also a number of sheets designed for special uses.



INTERESTING EXHIBIT OF R. HOE & CO.

ONE OF the spots of interest to printers in attendance at the Typothetae Convention held in New York last month was the show-room of R. Hoe & Co., where a full line of the rotary presses, electro-typing and photo-engraving machinery, etc., made by this firm was on exhibition. Their 2,000-ton all-steel, automatic hydraulic lead-moulding press, with improved quick-acting pump, was well worth a careful inspection. It not only moulds in lead, at one impression, the finest half-tones, up to 18 x 24 inches in size, but is so sensitive and susceptible of accurate regulation that it will also give a clear and uniform impression in wax, from the smallest plate to the maximum size of the platen, viz., 22 x 28 inches.



INTERTYPES ON EXHIBITION IN THE WALDORF-ASTORIA HOTEL.

DURING the week of the United Typothetae and Franklin Clubs Convention, which was held at the Waldorf Astoria Hotel, New York, last month, the International Typesetting Machine Company had on exhibition four of their composing machines and a number of smaller exhibits of detail improvements which they have recent-

ly brought out. The machines exhibited were the Model A single magazine Intertype which has now been on the market about eighteen months, and of which model nearly a thousand machines have been sold; the Model B two-magazine Intertype which was first exhibited at the Waldorf-Astoria last April, and of which model more than one hundred are now in operation; the Model Y Linotype rebuilt with Intertype parts into a two-magazine machine; and the Model Z Linotype completely rebuilt with Intertype parts and improvements.

The two latter machines were exhibited at this Convention for the first time. Both are very thoroughly reconstructed in the Intertype factory from the base up and are fully guaranteed by the manufacturers. They carry standard Intertype magazines. The Model Y is fitted with a quick change mechanism which makes it possible for the operator to change from one face to another almost instantly. The changing mechanism is very similar to that used on the Model B multiple magazine Intertype, and this and other improvements on the Model Y have already made it a very popular machine, and a large number are being sold.



HOLIDAY GREETINGS FROM BUSINESS CONCERNS.

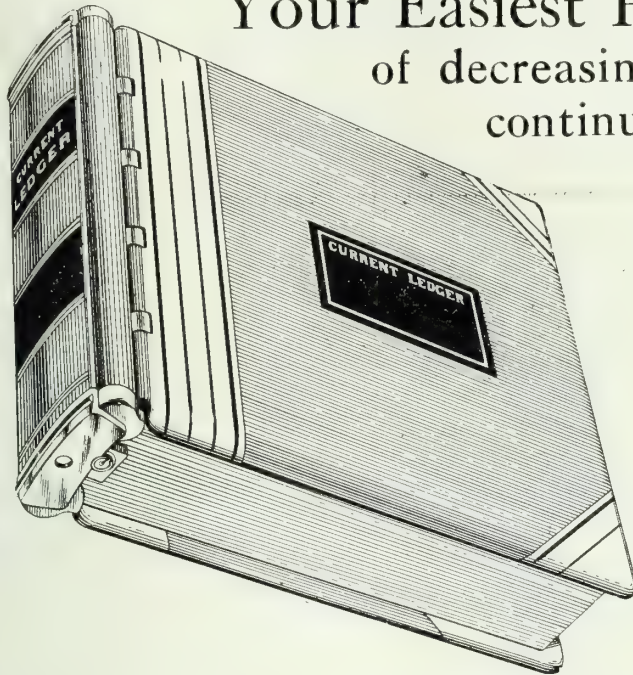
IT IS noticeable that many of the largest and most conservative business concerns in various lines of trade have adopted the practice of sending to their friends and patrons a simple, dignified greeting, at the Christmas and New Year season. Herein is a profitable side line for printers who are in a position to secure this class of trade. In order to assist printers in securing this trade Lester P. Winchenbaugh has prepared a very attractive embossed and engraved line of "Holiday Greetings for Business Men," which only require the filling in of name, printing on envelope, etc. Mr. Winchenbaugh's address is 14 Oliver street, Boston, Mass.



Intertype exhibit at Waldorf-Astoria Hotel, New York, in connection with convention of United Typothetae and Franklin Clubs of America.

How Much Longer Will You Miss Your Easiest Profits?

In the face of decreasing business, in the face of continual retrenching, how much



longer will you miss your easiest profits by letting loose-leaf sales slip past your fingers to some more progressive printer? Get the loose-leaf and binder business of the men of your locality yourself—and incidentally get into immediate touch with their regular printing orders. Surely you can do what hundreds of other printers have done in loose-leaf binders and supplies with our co-operative plan. No expense, no equipment, no responsibility. Don't you owe it to yourself, your business, at least to see what this plan is like? Write us *to-day* for full particulars.

PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

Advertising

“Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service.”

—Elbert Hubbard.

Buyers' Guide

RIESSNER'S COMBINATION GOLD PRINTING INK

For all kinds of paper. A pound sent postpaid on approval. Send on your paper and I will print Gold Ink on it to show you. Specimens and prices on request.

T. RIESSNER

57 GOLD STREET -- NEW YORK

A good side line for salesmen.

Feature for Newspapers

War Pictures

The International Syndicate

Est'd 1899

BALTIMORE, MD.

GOOLD, SHAPLEY & MUIR CO., Limited BRANTFORD, ONT.

Winnipeg, Man. Calgary, Alta.
Regina, Sask.

Manufacturers of High-Grade
Gas and Gasoline Engines

AUTOMATIC STEEL DIE STAMPING PRESSES

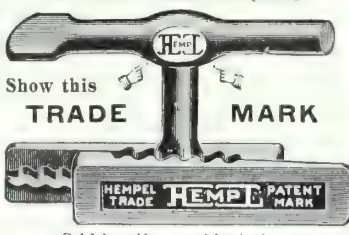
We manufacture the
LITTLE GIANT PRESS

Has stood the test for years. Also Hand Stamping Presses—Supplies of all kinds for Power and Hand Stamping Presses.

HAWKINS-WILSON CO.

714 Sansom Street Philadelphia, Pa.

ALL GENUINE Hempel Quoins and Keys
Except the "Monarch" Quoins



Show this
TRADE MARK

Sold by all reputable dealers
Manufactured exclusively by
H. A. HEMPEL
THE INVENTOR OF THE QUOINS
BUFFALO, N. Y., U. S. A.

You can talk across the Continent for
two cents per word with a want ad.
in this paper.

ADDRESSING MACHINES.

Meacham Addressing Machine Co., 261 P. Broadway, New York.

BOOKBINDERS' MACHINERY.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Latham Machinery Co., 306 S. Canal St., Chicago.

Logan, H. J., 114 W. Adelaide St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal, Que.

BOOKBINDERS' PAPER.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.

CARD CASES.

Wiggins, John B., 82-84 East Adams St., Chicago, Ill.

COST FINDING SERVICE.

E. E. Salt Cost Finding Service, 13-21 Park Row, New York City.

COUNTING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Hart, R. A., 1 White St., Battle Creek, Mich.
Miller & Richard, Toronto and Winnipeg.
Redington Co., F. B., Chicago, Ill.
Stephenson, Blake & Co., 60 Front St. W., Toronto.

CUTTING MACHINES.

Oswego Machine Works, Oswego, N.Y.
Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Morrison, J. L., Co., 445 King St. W., Toronto.
T. W. & C. B. Sheridan Co., New York City.
Standard Machinery Co., Mystic, Conn.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Golding Mfg. Co., Franklin, Mass.

ELECTRIC NEUTRALIZERS.

De Bois Brennan Co., 23 Park Row, New York
Thompson Statie Neutralizer, 16-45 Old Colony Bldg., Chicago, Ill.

ELECTRIC MOTORS.

Canadian General Electric Co., Ltd., Toronto, Montreal, Winnipeg.
Canadian Crocker-Wheeler Co., Ltd., St. Catharines, Montreal, Vancouver.
Masco Company, Ltd., 55 Church St., Toronto.
Mainer Electric Co., Ltd., 57 Albert Street, Winnipeg, Man.

ELECTROTYPING AND STEREOTYPING.

National Electrotyping and Stereotyping Co., Adelaide St. W., Toronto.

EMBOSSING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.
Miller & Richard, Toronto and Winnipeg.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
King, A. R., Mfg. Co., Kingston, N.Y.

FEATURES FOR NEWSPAPERS.

International Syndicate, Baltimore, Md.

GAS AND GASOLINE ENGINES.

Goold, Shapley & Muir Co., Ltd., Brantford, London Gas Power Co., Ltd., London, Ont.

GUMMED PAPER MAKERS.

Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

IMPRINT MATRICES.

Imprint Matrix Co., Charlotte, N. C.

JOB PRESS FOUNTAINS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wagner Mfg. Co., Scranton, Pa.

McFARLANE, SON & HODGSON, Limited

WHOLESALE
PAPER DEALERS

AND

STATIONERS

142 ST. ALEXANDER STREET
MONTREAL

High-Grade Bonds

Linens, Ledgers and Writing Papers, also good bonds at a small price.

Get quotations and samples before placing your order.

R. C. KASTNER PAPER CO.
114-116 Worth St., New York City, N.Y.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, English Finish and Antique Finish

BOOK, MAGAZINE,
COATING, LITHO-
GRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.

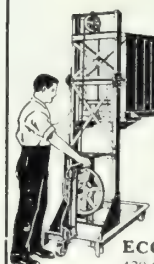
Sales Department

Rooms 934-936, 200 Fifth Avenue, New York

SCREENS Our "DIAMOND" Screens for Process Engravers are the best and cheapest high-grade, permanently engraved Screens on the market. In competition with others they have been chosen by the principal Process Houses. We are the only English Screen makers, have 20 years' experience behind us, and sell from factory to you direct at half the usual prices.

C. I. F. Quotations Free.

F. E. BROWN & CO., Screen Work
5½ Guthlaxton St. LEICESTER, Eng.



PORTABLE TIERING MACHINE

enables one man to do the work of four or five in lifting heavy cases, bales, rolls and barrels. Utilizes all your storage space. Safe, Simple and Practicable. Standard and special machines to operate by hand, electricity or pneumatic power. Full information upon request.

ECONOMY ENGINEERING CO.
429 S. Washtenaw Ave. Chicago, Ill.

Say You Saw
It in
Printer & Publisher

Buyers' Guide

JOB PRESS GAUGES.

Megill, Ed., 60 Duane St., New York City.
J. C. Liggett, 108 Yonge St., Toronto.

JOB STICKS.

H. B. Rouse & Co., Chicago, Ill.

LEATHER PAPERS.

Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Jones, Samuel & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

LINOTYPE KEYBOARDS.

Thaler Keyboard Co., 505 P St., N.W., Washington, D.C.

LOOSELEAF BINDERS.

Printers' Specialties, Ltd., 52 Spadina Ave., Toronto.

MAILING MACHINES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.
Dick, Rev. Robert Estate, 137 West Tupper St., Buffalo, N.Y.
Stephenson, Blake & Co., 60 Front St. W., Toronto.
Wing, Chauncey, Greenfield, Mass.

NUMBERING MACHINES.

American Numbering Machine Co., 224-226 Sheppard Ave., Brooklyn, N.Y.
Roberts Numbering Machine Co., 70 York St., Toronto.
Wetter Numbering Machine Co., 333 Classon Ave., New York.

OILY WASTE CANS.

Justrite Mfg. Co., 336 S. Clinton St., Chicago.

PAPER MANUFACTURERS AND DEALERS.

Beckett Paper Co., Hamilton, Ohio.
Brown Bros., Ltd., 51-53 Wellington St. W., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Barber Paper & Coating Mills, Ltd., Georgetown, Ont.
Canada Paper Co., 112 Bay St., Toronto.
Dickinson, John & Co., London, England, and 216 Lemoine St., Montreal, Que.
Halls, Fred W., Paper Co., cor. Duncan and Richmond Sts., Toronto, Ont.
Hampden Glazed Paper Co., Holyoke, Mass.
Hodge-Sheriff Paper Co., McKinnon Building, Toronto.
Ibbotsons, Limited, 64 Goswell Road, London, Eng.
Ideal Coated Paper Co., Brookfield, Mass.
Jones, Samuel, & Co., 7 Bridewell Place, London, England, and Waverly Park, New Jersey.

McFarlane, Son & Hodgson, Montreal, Que.
National Paper Co., Limited, Valleyfield, Que., Toronto, Ont., and Montreal, Que.

Niagara Paper Mills, Lockport, N.Y.
Olive & Partington, Limited, Manchester, Eng.
Ritchie & Ramsay, Ltd., Wellington St. W., Toronto.

Rolland Paper Co., Montreal, Que.
Smith & McLaren, Cartside Works, Millikenpark, Renfrewshire, Scotland.

Ticonderoga Pulp & Paper Co., Rooms 934-936 200 Fifth Ave., New York, N.Y.

Howard Smith Paper Co., Montreal, P.Q.
Wilson Munroe Co., Limited, Toronto.

PHOTO ENGRAVERS.

Ransom Engraving Co., Winnipeg, Man.

PRINTING INK MANUFACTURERS.

Canada Printing Ink Co., 15 Duncan St., Toronto.

Dominion Printing Ink Co., 128-130 Pears Ave., Toronto.

Hellmuth, Charles, 154 W. 18th St., New York.
London Printing Ink Co., 10 Camomille St., London, E.C.

Manton Bros., 105 Elizabeth St., Toronto.
Shackell, Edwards & Co., 127 Peter St., Toronto.

Sinclair & Valentine, 233 Richmond St. W., Toronto.

Kidd, John, & Co., Limited, London, Eng.
Reissner, T., 57 Gold St., New York City.

Zehden, Martin, 132 Nassau St., New York, U.S.A.

PRINTING PRESSES.

Anglo-Canadian Type & Printing Machinery Co., 124 York St., Toronto.

Babcock Printing Press Co., New London, Conn.

Miller & Richard, Toronto and Winnipeg.
Manton Bros., 105 Elizabeth St., Toronto.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Duplex Printing Press Co., Battle Creek, Mich.
Furnival & Co., Limited, Reddish, near Stockport, England.

Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago, Ill.

Walter Scott & Co., Plainfield, N.J., U.S.A.
Huber, Hodgman Printing Press Co., Metropolitan Life Bldg., New York City.

King, A. R., Mfg. Co., Kingston, N.Y.
Swink Printing Press Mfg. Co., Delphos, Ohio.

Hoe, R. & Co., 504-520 Grand St., New York City.

Mann Lithopress Co., 59 Walker Street, New York.

PRINTERS' ROLLERS.

Canada Printing Ink Co., Limited, 15 Duncan St., Toronto.

Manton Bros., 105 Elizabeth St., Toronto.

PROOF PRESSES.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Eastern Sales Co., 1523 People's Gas Bldg., Chicago, Ill.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Wesel, F., Mfg. Co., 70-80 Cranberry St., Brooklyn, N.Y.

SCREEN MAKERS.

F. E. Brown & Co., Leicester.

SAW TRIMMERS.

Miller Saw Trimmer Co., Point Bldg., Pittsburgh, Pa.

TIME STAMPS.

Dent, Geo. Co., Co., 56 East Randolph St., Chicago, Ill.

TYPE CASTING AND TYPESETTING MACHINES.

Canadian Linotype, Ltd., 36 Lombard St., Toronto.

Langston Monotype Machine Co., 406 Lumsden Building, Yonge and Adelaide Sts., Toronto.

Linograph Co., Davenport, Iowa.

International Typesetting Machine Co., 182 William St., New York City.

Grant Legros & Co., Limited, Avenue Chambers, Southampton Row, London, England.

TYPE FOUNDERS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

Miller & Richard, Toronto and Winnipeg.

Stephenson, Blake & Co., 60 Front St. W., Toronto.

Keystone Type Foundry, Philadelphia, Penn.

WASTE PAPER.

Pullan, E., cor. Adelaide and Maude Sts., Toronto.

WOOD GOODS.

Anglo-Canadian Type & Printing Machinery Co., Ltd., 124 York St., Toronto.

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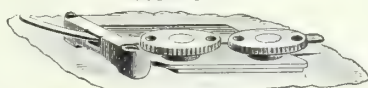
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Megill's Double Grip Gauge.
By the set of 3 with key and extra tongues.

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Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

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MONOLINE FOR SALE—RUNNING THREE years; good condition; \$700 F.O.B. Kenora. Examiner Office, Kenora, Ont.

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SUPERINTENDENT DESIRES CHANGE — executive position. Can estimate and lay out, producing highest grade work. Most successful in competitions and handling staff. Box 345, Printer & Publisher, Toronto.

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CASH PAID FOR OLD TYPE. CANADIAN Type Foundry, Buffalo, N.Y.

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FOR SALE, IN WHOLE OR IN PART A newspaper and job plant, including one Linotype, two Rogers, double feed Hoe, Campbell drum cylinder, a Pony Optimus, three plates power cutter, newspaper folder, news and job proof presses, type, cases, racks, furniture, stones, etc., etc. W. J. Taylor, Limited, Woodstock, Ont.

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JOB PLANT FOR SALE—EXTENSIVE JOB plant, eleven presses, type and fixtures. Write Manager, Daily Telegraph, St. John, N.B.

AN OPPORTUNITY FOR SOME ONE TO secure a growing printing business in Toronto. Style 2B Colts Armory, C & P Gordon (each with individual motors); 30" cutter; a most complete assortment of type, metal and wood furniture, etc. Rent exceptionally low. Ill-health the reason. Act quick. S. M. Burt, 34 Yonge Street, Toronto.

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TO NEWSPAPER MEN AND PRINTERS — Other interests compel disposition of my newspaper business in British Columbia. There are two plants and two papers under one management, established twenty years, in two prosperous adjoining communities, with joint payroll of \$1,500 per month. Plants are modern, and business pays net profit of 25 per cent. on price asked, which is \$12,000, plus job stock, at shelf price, invoicing about \$1,500 on first payment; \$5,000 is required, and balance can be paid at rate of \$100 per month. Exceptional opportunity for two practical men. Present owner in control for sixteen years, and outside interests demand his attention. Address Box 344, Printer & Publisher, Toronto, Ont. (1014)

SUCCESSFUL PROMOTION AND ADVERTISING MANAGER

with a record for achievement and at present employed wants position with 50,000 to 100,000 daily. Has executive ability, brains and experience, and knows how to use all three. Must have absolute control of department and privilege of overlooking circulation if necessary. Would consider business management of smaller daily if on substantial foundation. Write or wire "Successful," care of Printer and Publisher.

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Halftones.

The National Electrotpe and Stereotype Co., Ltd.
73 to 81 Adelaide Street West - Toronto, Ontario

MOTORS FOR PRINTING PRESS DRIVE

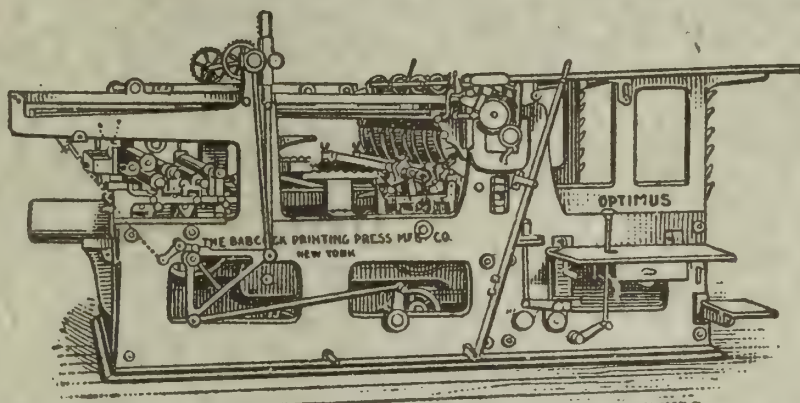
CANADIAN CROCKER-WHEELER Co., LIMITED
ST. CATHARINES MONTREAL VANCOUVER

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PRINTER & PUBLISHER**

Shop Where You Are Invited

The firms who advertise are the firms who invite your patronage, and are most deserving of it. A product that is persistently advertised to the critical dealer is a product that can be relied upon to give satisfaction, for the maker behind that product must be confident that it will earn your approval; otherwise, he would not dream of holding it up for your and your customers' criticism.

THE BABCOCK "OPTIMUS"



Accurate Register and Perfect Distribution are absolute necessities for fine printing. These

The Babcock Optimus

has always possessed. Optimus Distribution is Perfect. We couldn't improve upon that, so we have improved the mechanism controlling the rollers and increased the durability of the parts. All Optimus Presses, except the Pony sizes, have table rollers, positively driven by our New, Patented, Noiseless, Spiral Gearing.

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No other press built has so Perfect Distribution combined with Simplicity, Durability and Economy of Mechanical Construction. See the Optimus at Work. It tells its own story better than we can.

Our Best Advertisements Are Not Printed—They Print.

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY
NEW LONDON, CONNECTICUT 38 PARK ROW, NEW YORK CITY

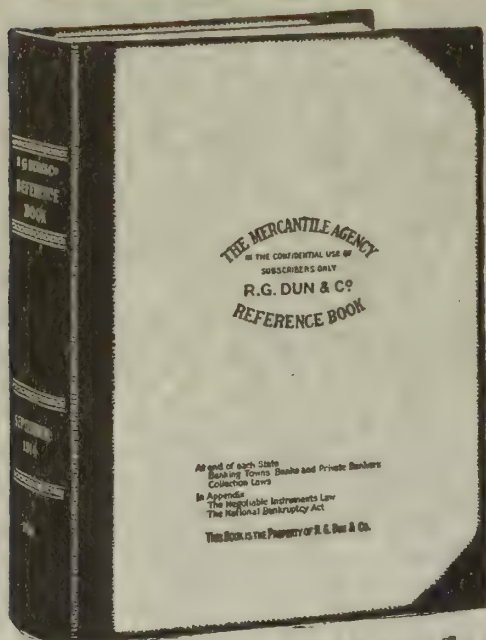
Barnhart Bros. & Spindler, General Western Agents, Chicago, Illinois.

Miller & Richard, General Agents for Canada, Toronto, Ont., and Winnipeg, Man.

John Haddon & Co., Agents, London, E.C.

PRINTER AND PUBLISHER

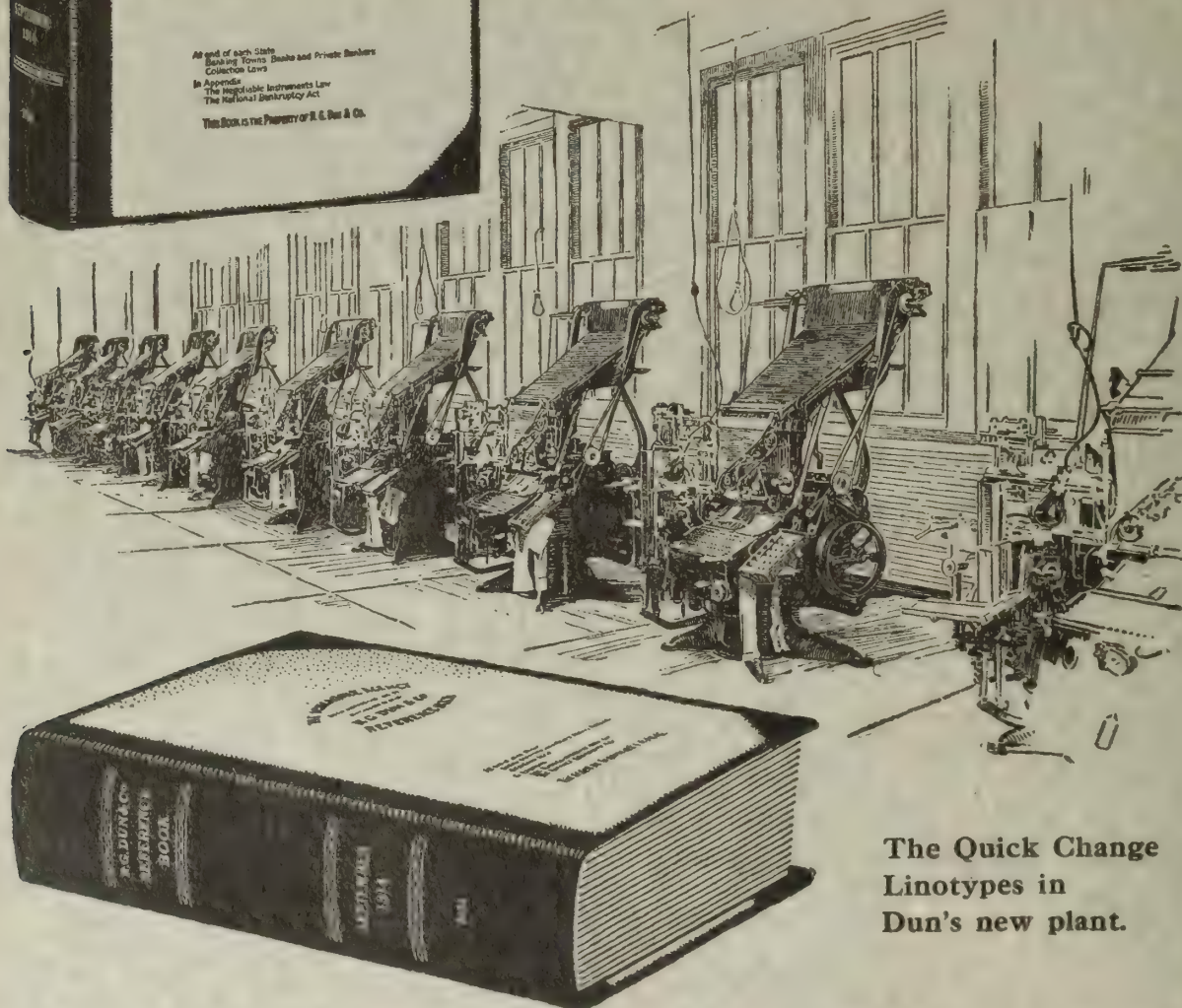
R. G. Dun & Co. Adopts the Linotype Way for its Financial Reference Book



The decision to compose this great book on the Linotype was arrived at through exhaustive, practical tests with other methods of machine composition. The demand was for *good work* produced with

Utility and Economy

The result was the order for 10 Linotypes.



The Quick Change
Linotypes in
Dun's new plant.

CANADIAN LINOTYPE LIMITED

FORMERLY THE MERGENTHALER CO., LIMITED

35 AND 39 LOMBARD STREET

TORONTO, CANADA



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PRINTER &
PUBLISHER
DECEMBER, 1914

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO • MONTREAL • WINNIPEG

The Passing of Monopoly

FOR the past several months the International Typesetting Machine Co. has shipped more new composing machines than any other manufacturer in the world.*

This is not due to a lower price, since the former monopoly has been selling machines at prices lower than ours.

Neither is it due to a large sales force, as they employ at least three salesmen to our one.

But it is due entirely to the fact that the Intertype in hundreds of offices all over the world has proven itself a vastly superior machine.

*This statement is absolutely correct; monopoly representatives will undoubtedly dispute it, but we challenge their employers to formally deny it.

QUALITY ALWAYS WINS

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

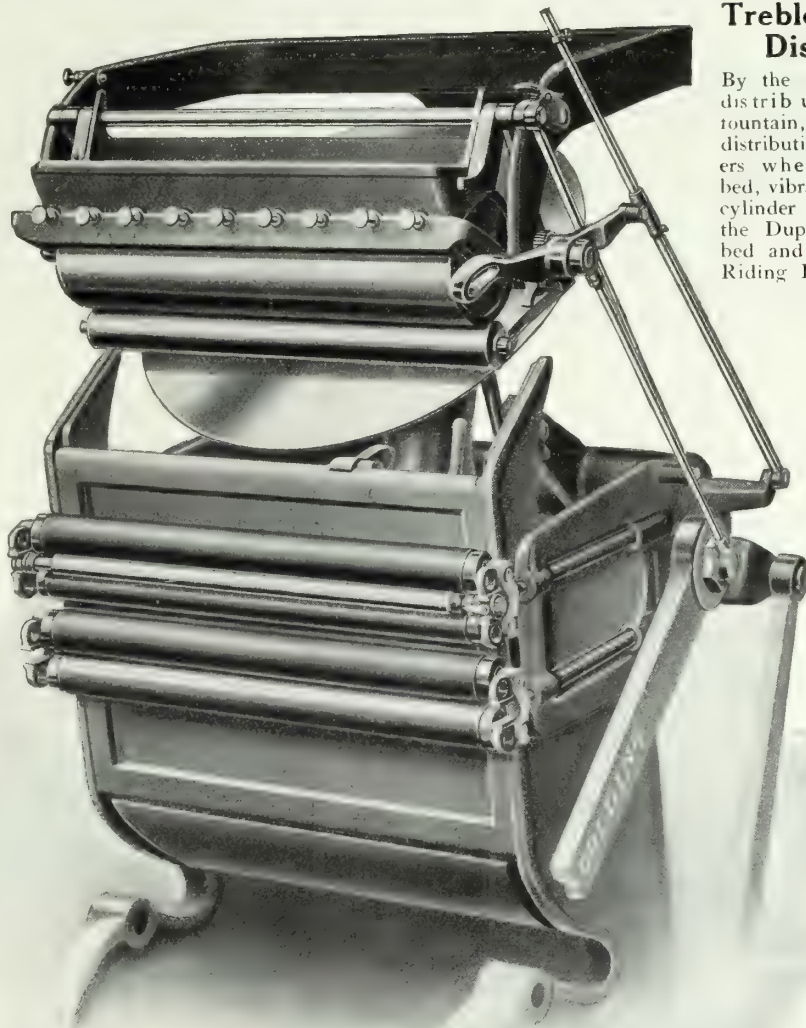
Canadian Agents: MILLER & RICHARD, 7 Jordan Street, Toronto, and 123 Princess Street, Winnipeg

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With the full-length brayer Art Fountain, Duplex Distributor, Adjustable Disk and Vibrator Rider Roller

This illustrates the style of Vibrator Attachment furnished for the Improved 1914 Model Art Jobbers, sizes 12 x 18 and 15 x 21 inches.

An attachment of different design is furnished for the regular jobbers, 10 x 15, 12 x 18 and 15 x 21 sized.



Treble Distribution

By the large cylinder distribution from the fountain, adjustable disk distribution for the rollers when above the bed, vibrating sectional cylinder distribution by the Duplex below the bed and the Vibrating Riding Roller.

High
Mechanical
Speed.
Dwell in
Platen
Facilitating
High Average
Speed.

Quick
Makeready
Features.
Great
Impressional
Strength.

ADDITIONAL GOLDING PRODUCTS

Golding Paper Cutters, sizes 26 to 36 in. Hand Lever, Hand Wheel, Power and Auto Clamp. The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Canadian Agents: Stephenson, Blake & Co., Toronto; Geo. M. Stewart, Montreal; Printers' Supplies, Ltd., Halifax; Miller & Richard, Winnipeg; American Type Founders Co., Vancouver.

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We carry in stock the following well-known brands:

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 IROQUOIS - - - - - White Laid
 MAPLEHURST - - - - - White Wove
 MANILLA WRITING

LEDGER PAPERS

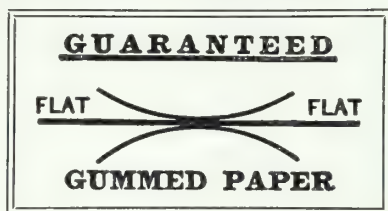
DEMAND - - - - - White and Azure
 BANKERS - - - - - White and Azure
 WELLINGTON - - - - - White and Azure
 EARNSCLIFFE - - - - - White, Azure and Buff
 RECORD - - - - - White, Azure and Buff

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BEVERLEY - White, Blue, Buff, Golden Rod, Canary, Pink
 ALBERTA - White, Blue, Buff, Golden Rod, Opaline, Pink
 ASTORIA - White, Blue, Corn, Golden Rod, Opaline, Pink
 EARNSCLIFFE - - - - - White, Azure, Buff
 ORIENT - - - - - White
 RECORD - - - - - White, Azure, Buff

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A GUARANTEE THAT REALLY GUARANTEES



Ideal Gummed Paper

Is Guaranteed To Be

- Absolutely non-curling.
- As easily printed as the finest ungummed paper.
- As easy to obtain register on as ordinary paper.
- Unaffected by temperature changes.
- A paper that will stick perfectly when it should.
- The best paper for the use for which it is designed.

Now packed five hundred sheets to the ream.

Sold Everywhere by Representative Jobbers

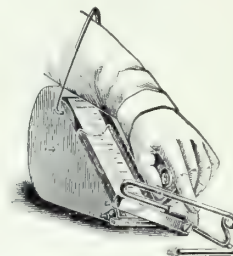
IDEAL COATED PAPER CO.

BROOKFIELD, MASS.

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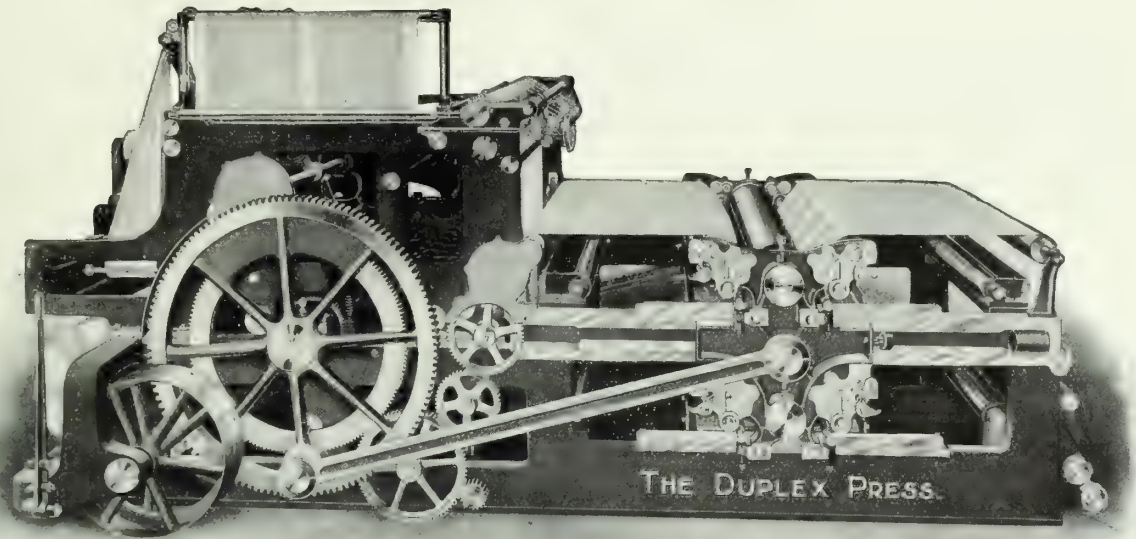
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Reduces mailing expense
 Efficient
 Light
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 Addresses (expert) 8,556 an hour
 Beats them all
 Leads, others follow
 Easy to operate

Write to-day for interesting Booklet.

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The DUPLEX makes it easily possible for you to keep all forms open until a few minutes before the paper is to appear on the

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Why not ask the numerous users just what definite saving they secure through the DUPLEX? Or better still, write us *to-day* for full particulars.

MILLER & RICHARD

TORONTO MONTREAL WINNIPEG CALGARY VANCOUVER

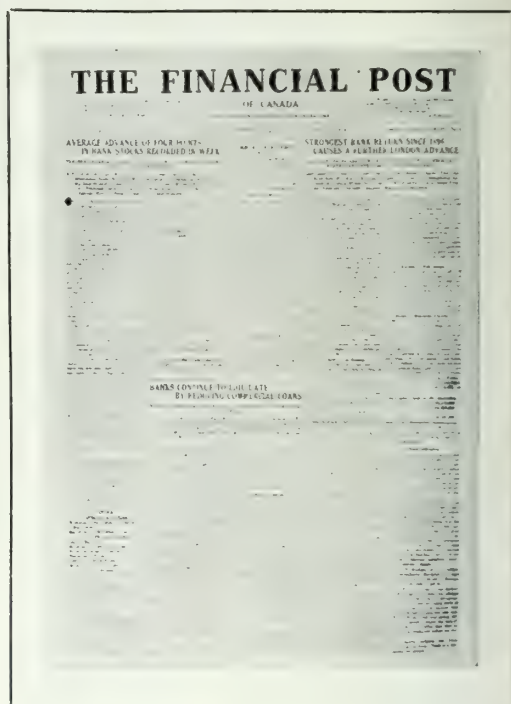
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It is not sufficient merely to have "news"—

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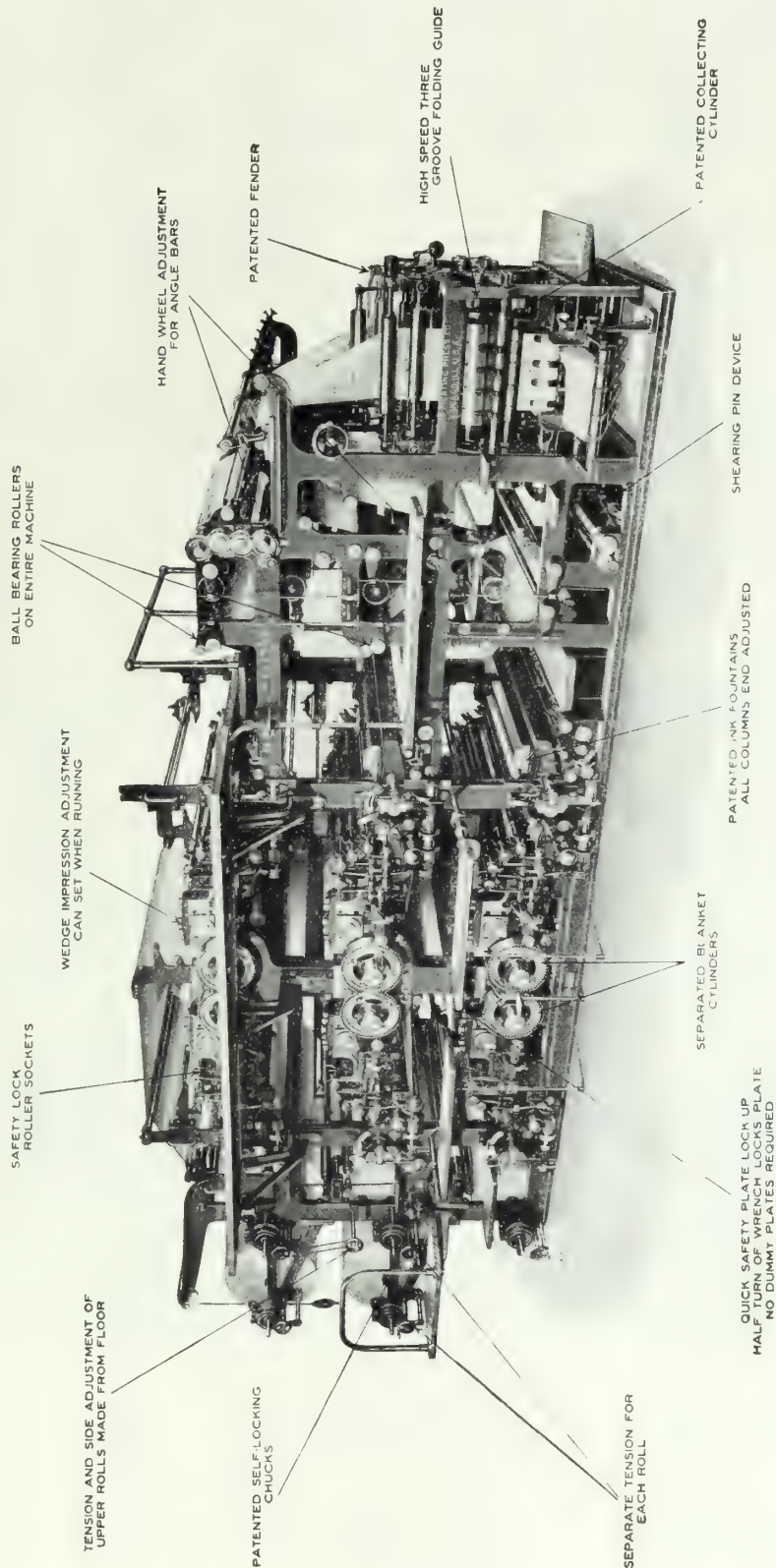
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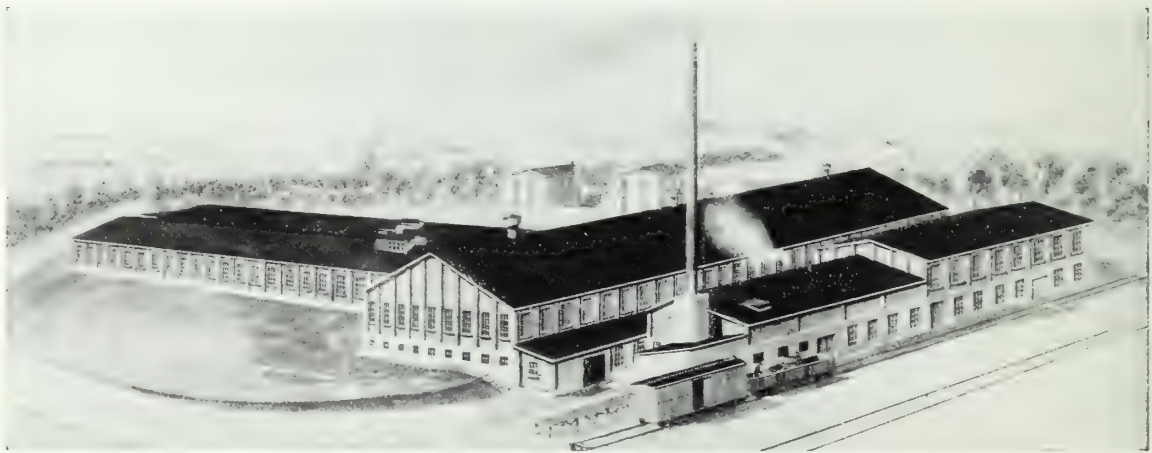
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The Largest and Best Equipped Mill in Canada for
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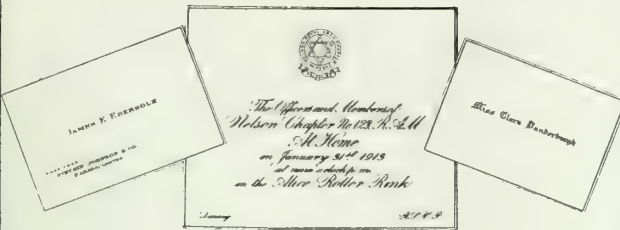
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 BRONZE BLUE, Good fiery shade, at 36c. lb.
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They are a distinct improvement on anything offered to the trade, at 36c., 48c., 60c. per lb.

All prices F.O.B. English Ports, or quotations C.I.F.

RUN FREELY. NO OFFSET. NO WASH UP.

Let us send you a free sample to show why we should have your next order.

THE LONDON PRINTING INK CO.

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 Cables: "Rotrinews London," Western Union Code

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"Advertising is the education of the public as to who you are, where you are, and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service."—Elbert Hubbard.

The J. L. Morrison Co.

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Complete Bindery Outfits

We carry in stock a complete line of all machines used in the Bindery in our warehouse here, and can ship promptly.

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We can supply you promptly with

WIRE, "Perfection" Quality. The Standard everywhere. PARTS for all Wire Stitching Machines. Lettering Pallets, Finishing Rolls, Finishing Tools, Brass Rule, Steel Rule, Brass Bound Boards, Ruling Pens (Hickok or Dredge), Finishing Presses, Sewing Benches, Mailing Machines, Bone Folders, etc.

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Bookbinders', Printers', Lithographers', Boxmakers' Machinery and Supplies

Attractive, Forceful Mailing Pieces Will Get Results for Advertisers.

Many shrewd advertisers are using them regularly—sending them out in series—and printers who made the suggestions are being paid for their ideas as well as for their work.

Utility-Accord Book and Cover Papers

make attractive mailing pieces. The seven neutral shades give the artistic printer an opportunity to suggest many color effects that many papers will not submit to.

For one, two or three-fold pieces to be clipped before mailing, we suggest 20x25—120.

For circulars with cover effects 20x25—60 and 25x38—60 combine effectively.

Ask us or any of our jobbers for sample sheets to be used for dummies.

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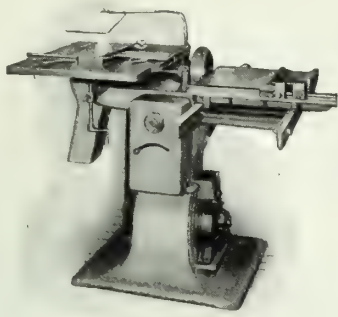
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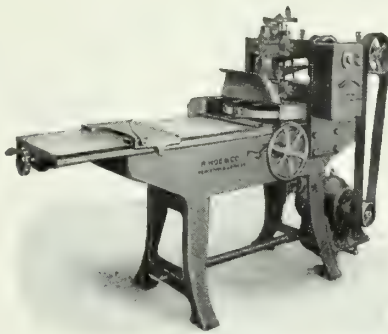
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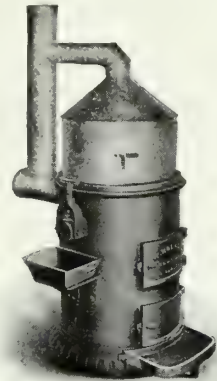
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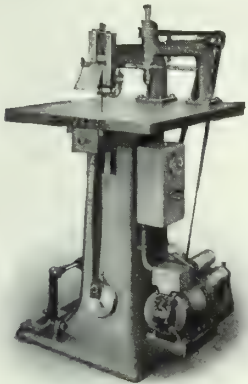
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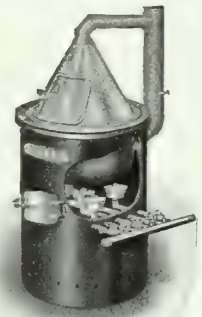
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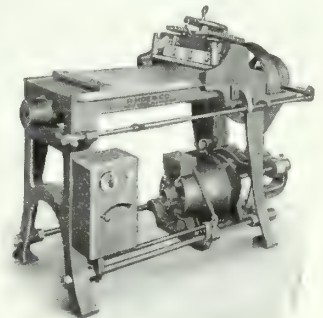
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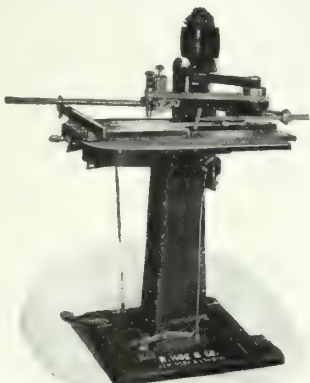
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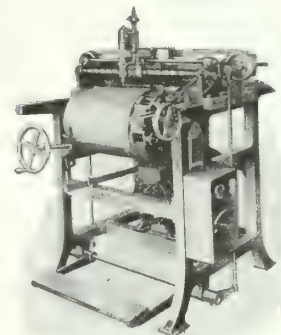
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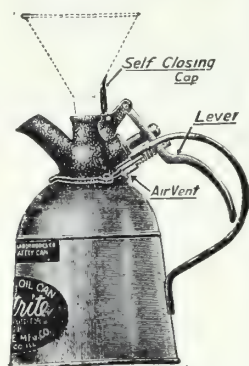
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"The Fashionplate of Printerdom"

The Printing Art

Established 1903

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SAMPLES AND ALL DUPLICATE SIZE CUTTINGS

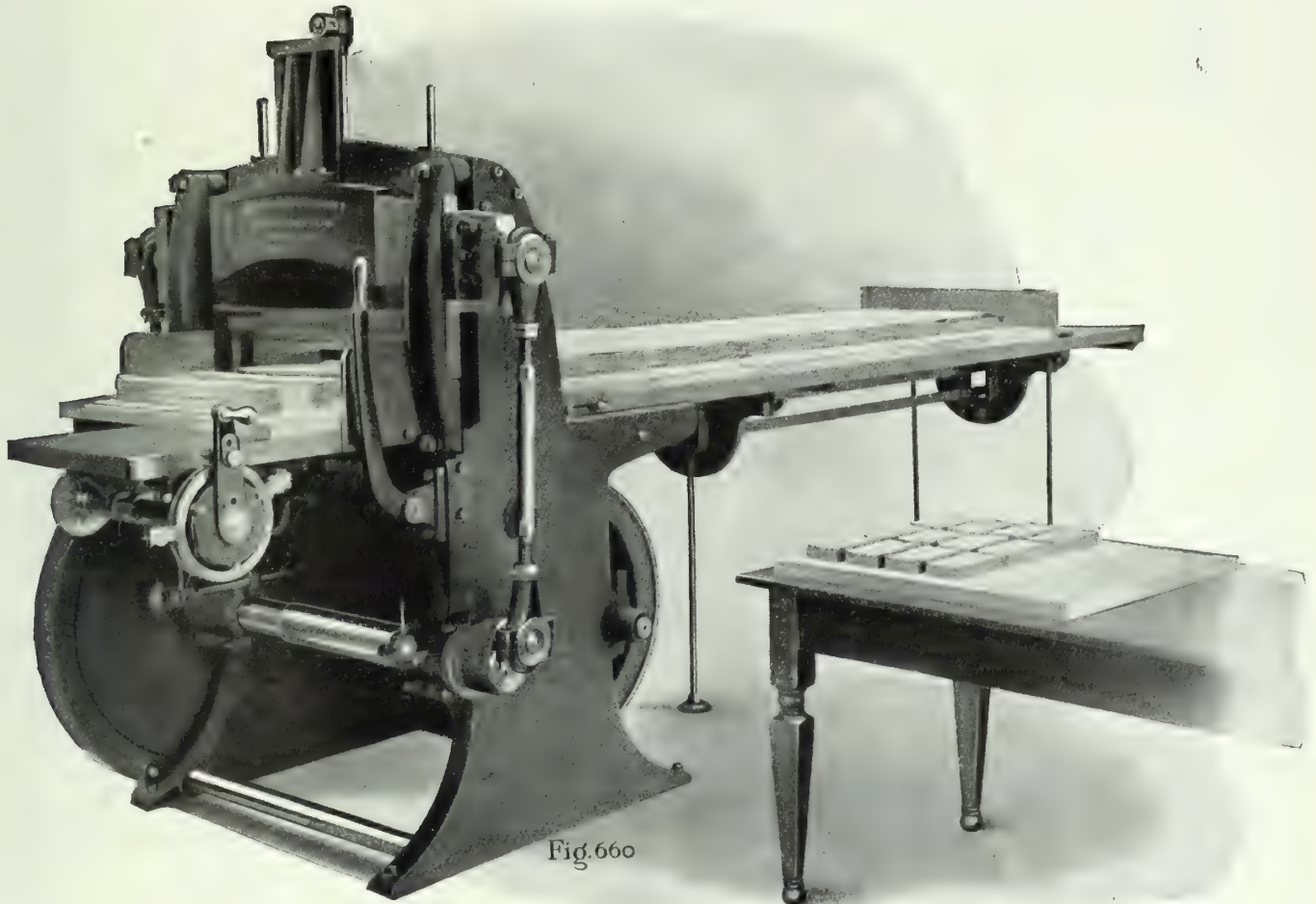


Fig. 660

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One of these new Oswego machines increased the daily cuttings from seven hundred thousand to four million pieces.

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**Proposition That Beats Anything You Ever Saw—an
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These Tables will not get rough after you use them awhile, and will virtually go through fire and water and be just as good as the day you bought them. There is no danger of burning a hole through the top with the glue pot. Glue or anything of that kind which sticks to the top can be scraped off, leaving the surface just as good as new.

The Tables are rigid and strong, and are impervious to all materials used about them. The tops of the Tables are made of the finest smooth furniture steel, $\frac{1}{8}$ of an inch in thickness. The legs of the table are of heavy hot-rolled angles and channels. Tables can be furnished with casters if desired.

All Tables are finished in pleasing olive green enamel.

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Tired | Rubber
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| No. 785—36 x 72 inches, shipping weight 300 lbs., | \$22.50 | | \$31.00 |
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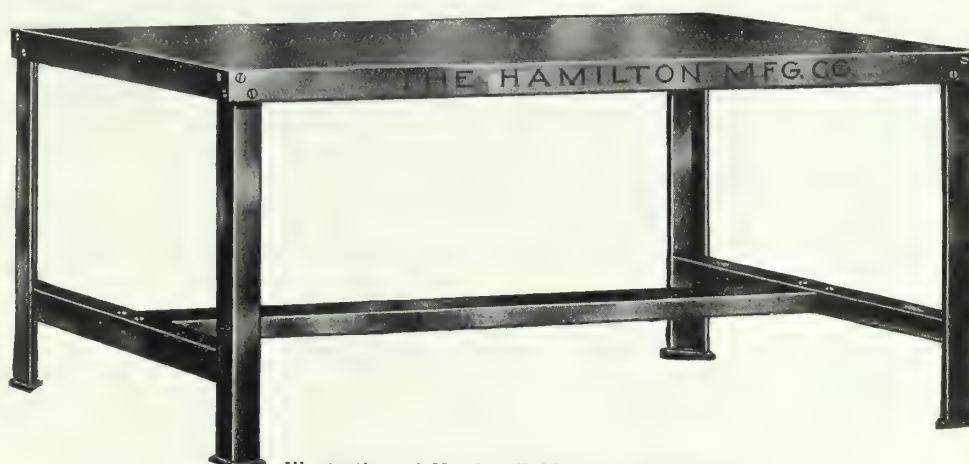


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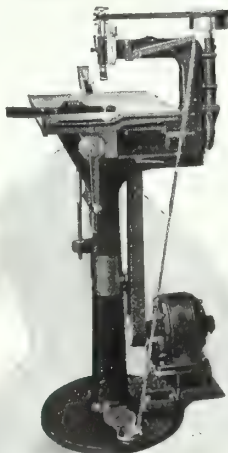
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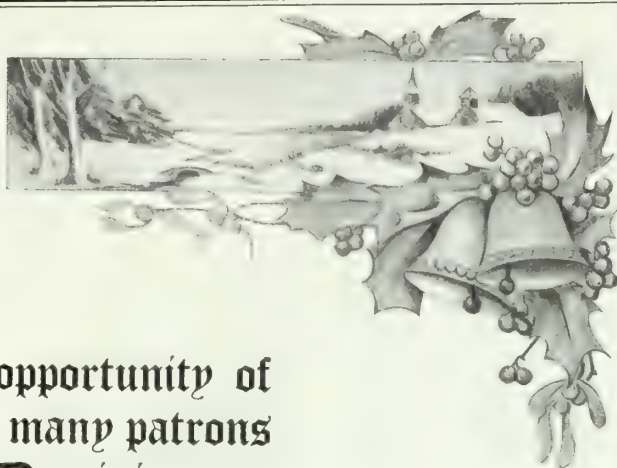
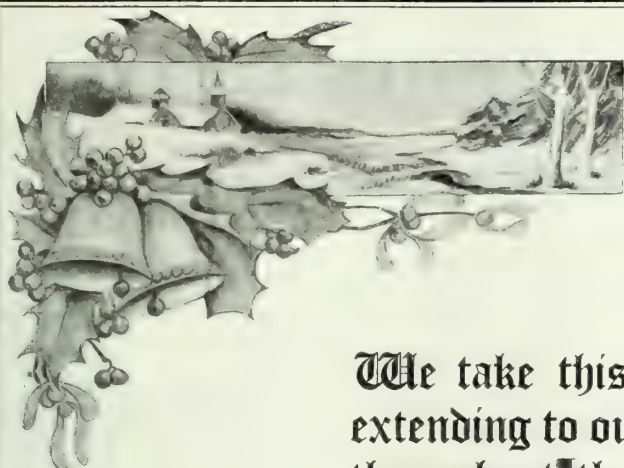
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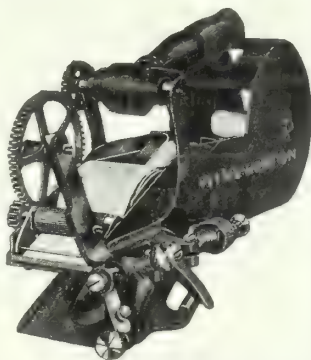
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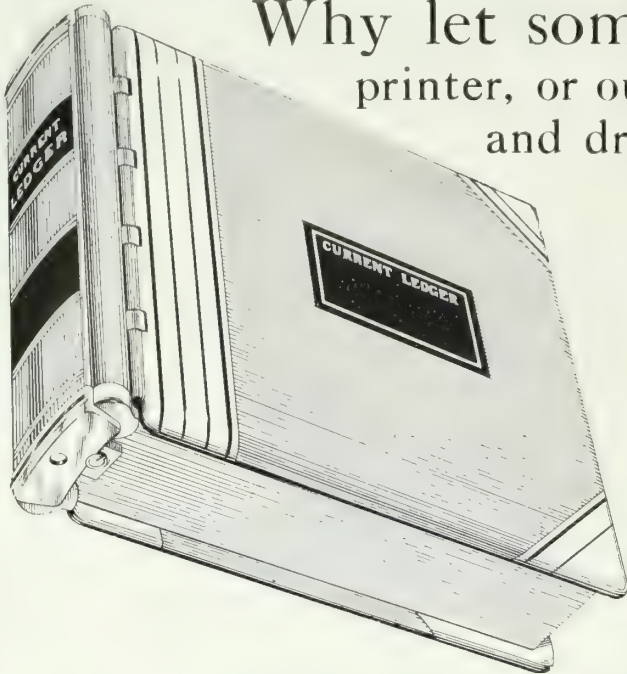
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Get These Easy Profits NOW!

Why let some more progressive printer, or out-of-town stranger come in and draw the easiest profits from



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PRINTERS' SPECIALTIES, Limited, Toronto, Ont.

"Roberts" Typo Numbering Machines

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More than 250,000 in Use

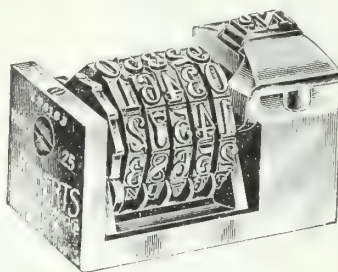
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The Only Typo Numbering Machine
Made on the Point System.

Model No. 25



No. 12345

\$5.00 Model 25 **\$6.00** Model 26
5 Wheels 6 Wheels

SIZE: No. 25, 5 Wheels, 64x108 points
No. 26, 6 " 64x118 "

**The Best — yet the Cheapest
Typo Numbering Machine
Made**

Both models have plungers with removable No.-slides; therefore slides engraved with any letter can be used when required, and the unnecessary expense of buying a new plunger for each and every letter is eliminated, saying nothing of the time one saves in making such changes, as all slides may be removed without taking machines from forms.

These models have the same patented features and superior construction as the machines manufactured by us under the former name of

"Bates Typographic Numbering Machines"
which should be sufficient guarantee of quality and simplicity.

**Buy through our Canadian Branch
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**New Address for Canadian
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Each of the above Machines with **SOLID CIPHER WHEELS**
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BROOKLYN, N. Y.

PRINTER & PUBLISHER



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PRINTERS AND PUBLISHERS OF CANADA



Efficiency of the Printer in the Office

By O. H. Pollard

Saults & Pollard, Limited, Winnipeg

HOW to increase the efficiency of staffs is the ambition and desire of all printers. Technical schools have been suggested as a means to this end. In Winnipeg we have established printing branches in two of our schools, with day and evening classes, open to all apprentices. These schools are expected to interest a better class of boys in printing, who, when they leave school, will already possess some knowledge of the trade and a fair education.

In office management—that is efficient office management—printers have been and still are weak—defective. What constitutes efficient office management? If in the following summary, all the elements are not included, it will at least contain a number of importance.

First and foremost, a presentable room for office purposes is absolutely essential. It must be of sufficient size, be clean, well lighted, well furnished, conveniently arranged and comfortable to do business in—comfortable for the customer as well as the employee.

The human element of an office should be possessed of pleasing personality, initiative, suggestion, good taste, backbone, dignity and technical knowledge. Those for presentation to the buyer. For operating the office a fiendish regard for detail and system are fine qualities and should ever be cultivated and encouraged.

TAKING THE ORDER.

Having had a bowl at a set-up of the human pins, let us now spot a few of the physical ones and take a roll at them. To do this, I am obliged to make use of conditions in our own office to some considerable extent. What equipment is necessary to make the selling of printing within the office comfortable, speedy, and profitable? First of all, a complete sampling system—that is, samples of all kinds of printed work and samples of practically all kinds (not necessarily all lines) of stock. These should be classified and conveniently arranged in cabinets. If the printed samples contain prices, with allowances for greater or lesser quantities, so much the better. Let us trace this suggestion to a conclusion. Customer comes in and wants a menu—something pretty nice—doesn't know just exactly what style it should be—what can you show me in this line? Salesman turns to cabinet, extracts tray or drawer

labeled Menus. Within this drawer are samples that have accumulated for years, laid within covers of American Pressings. Each sample has a price written on it, made up from office records, showing rate for additional copies. These are laid before the customer, who sorts them over until he runs across something that catches his fancy. "This is the thing—how much for a hundred like this?" The sample is politely reached for and a finger points to the price—not made while the customer waited, but before he arrived. There is a finality about the presence of these written figures. But in case an attempt is made to obtain a lower price, an effective argument is at once available—the price has been made from cost sheet records, and is a known thing—no guess work about it. Really a lesser price could not be made and come out right side up on the job. This one item illustrates a method of taking care of all kinds of jobs, so far as service and price maintenance are concerned.

STANDARD PRICES FOR ALL WORK.

If a Printers' Board of Trade or other co-operative organization does not exist in your town, make a Price List of your own for all staple jobs, and stick to it, pending the foundation of a town, city or district agreement on a Price List, or the adoption of the Typothetae Price List. Have a price made before the customer arrives wherever possible.

We sell all staple work from a Printers' Board of Trade Price List, and use the Board basis in figuring all special work. A time-saving method in price making is to make comparisons with listed work. It is just possible a special job may compare in every particular with a list job, except composition. Add the extra composition to list figures and your price is complete.

Our Board of Trade Price List has been pasted into a loose leaf flat-opener about 8x11, indexed. Besides containing the printed Price List pages, it contains typewritten pages of price lists made up to cover particular lines we regularly produce. This price book is the foundation rock upon which our business rests and everything that is listed there is sold at the list price. Instead of keeping this Price Book in some secluded corner, to be consulted secretly, it is conspicuously displayed on counter or desk, and is always produced and used before a customer in making a sale.

COLLECTING THE CASH PROMPTLY.

The order having been taken, let us now proceed further with the transaction. The cost is \$10 or \$15, let us say, and the job is for a club, hotel, social committee or organization of some sort, or perhaps an individual. You are requested to deliver it to a certain party and to send the account to someone else, who will settle after the affair comes off. In the efficiently managed office the reply made to this request is something like this: "We cannot charge this job. We do not open accounts for casual orders of this kind. For all such work our terms are cash with order, unless you have an open account—a privilege extended to certain of our customers who are large buyers of printing. If it is not convenient to pay just now, you can enclose the money when you return the proof—or we will send the work C. O. D." If this sort of a statement offends Mr. Customer, and he takes on an air of injured dignity, appeal to him as a business man, declaring that if indiscriminate credit were extended in the printing business the losses would be so great that the price of printing would be considerably higher than it now is—thus placing a burden upon the honest buyer. Tell him you have no organization for looking after transient accounts—that you do not employ collectors. Indeed, tell him anything or everything, so long as it all emphasizes the fact that you could not possibly open up an account for this single order of printing. Determination, tact and good nature will land the cash nine times out of ten.

KEEPING A CHECK ON THE JOB.

To continue this story, we are obliged to assume that we have persuaded the customer to "come across" with the coin and the job has joined the office "bread line." The first thing to be done is to give the copy a final scrutiny and touch up where necessary, then attach it to a work ticket, which ticket shall contain sufficient information to answer all questions that the job may be bombarded with during its progress through the shop. A duplicate of this ticket is kept in the office on an indexed shannon file. Before the job leaves the office the delivery date (say Wednesday) is noted on a calendar pad, so that on Wednesday morning a tracer may be sent from the office reminding the foreman or superintendent that "This is the day 100 menus for John Jones are to be delivered."

Upon the office copy of the job ticket all time is transferred from the daily work tickets, so that when the job comes back to where it started from, the office ticket will contain a complete record of all time consumed. This time, together with amount of stock or other purchases used in connection with the work, are carefully totaled, profit added and work charged out.

It is surprising what a help daily invoicing is to the cash drawer. A great many who have open accounts pay on receipt of invoice, instead of waiting for the thirty days' credit they are entitled to. Moral—be prompt with your charging and invoicing.

Besides having samples of printed matter, it is desirable to keep a well arranged assortment of paper stock samples, so that, upon request, a sample of the kind of paper or cardboard to be used in a job can be readily shown. These samples, cut to stated sizes and stood on edge, can be nicely kept in cabinets. Separate the different qualities and weights by index cards, upon the lugs of which the names of various grades are shown.

ITEMIZING OFFICE EFFICIENCY.

Efficiency in the office will be greatly enhanced if care and attention be given to these minor but very important things:—

Preparation of copy.

Filling in work tickets.

Sending out clean and well printed proofs.

Courtesy over the telephone.

Possession of patience and good nature.

Discipline.

Regard for detail.

Willingness to serve.

Loyalty.

Ambition.

Reward for endeavor.

In addition to the above I would recommend:

Monthly audit.

Study of banking.

Study of Commercial Law.

Selling from a Price List.

Confinement of purchases to as few accounts as is consistent with good service and right prices:

Strictest kind of attention to credits and collections.

The price of an automobile is lost every year in bad debts by nearly every printer who has a turn-over of any considerable size.

Prompt attention to correspondence.

HOW TO REMEDY EXISTING CONDITIONS.

It is perhaps much easier to name the kind of men required to efficiently handle an office than it is to get them. Therefore, let us see what can be done to increase the supply. My suggestion is that the Typothetae should take up this office efficiency question as it has taken up the cost-finding proposition and inaugurate a course of lectures and the establishment of schools or classes throughout the country, to be operated under the supervision of the various local branches. The result of such action would be that when a new proprietor came from the composing room or press room he would come equipped with a knowledge of office methods. This knowledge, with his technical training, would make him a good prospect instead of a probable menace because of his ignorance of the business end of the game.

Good work is being done by Boards of Trade in teaching estimating at evening classes. Equally good work could be done by Typothetae branches if they would take up the question of efficient office management. If we can replace ignorance with knowledge we will succeed in raising the standard of ethics governing the conduct of the printing business.



Most Frequent Causes of Fire Losses

OPEN staircases or elevator shaft.

Presses set on wood floors (zinc should be placed under all machines requiring oil).

Gas stoves or glue heaters connected with rubber tubing.

Untidy piles of paper, boxes or other combustible material.

Dirty closets or corners or rubbish in dark, out-of-the-way places.

Oily rag cans without lids (should be self-closing).

Empty or partly empty ink or varnish cans lying around presses or window sills.

Swinging gas brackets and leaky pipes or shutoffs.

Electric lamp cords hanging on nails or wrapped around piping.

Stoves and metal heating furnaces without fireproof foundations.—*Printing Trade News*.

A PAGE FOR APPRENTICES

Conducted by J. W. Short
Superintendent Hurley Printing Co., Brantford

Part 12.—The Relation of Types to Papers.

THE PROPER texture of paper and its relation to the type face and color scheme used contributes largely to the success or otherwise of printed matter. A pleasing paper at once gives a tone of solidity, refinement or chastity, as the case may be, to the most simple typography. It is most obvious that a type that will look well on a highly coated or calendared stock would lose all semblance to artistic effect if printed on an antique surface. The fine lines and angular elements of the modern Roman which are void of their finer effects on rough finished stock are brought rigidly into play, so to speak, on the highly finished grade, and, vice-versa, the rugged lines and serifs of the old styles adopt themselves singularly to the company of antique or handmade textures.

Jenson, Scotch Roman, Caslon and the like, are the types that should be chosen to accompany the old-style papers, preferably laid or wove, the crsah and linen finishes being of a more modern texture; while the smooth Japan finish and coated papers are eminently conformable to the contour of italics.

For an announcement of a classic order for a diamond merchant, jeweler, etc., types suggestive of hand-lettering such as the Forum series, etc., on a deckle edge antique stock are most impressive.

Simple and graceful typography, with dainty tinted stock and color scheme, would be introduced with concordant effect for a light afternoon recital program which would be utterly out of place if used on a program for an evening performance of works such as Wagner, Beethoven, or Schubert.

In ordinary commercial works, catalogues, etc., the paper plays a most important part, a huge issue of a catalogue of say 500 pages, by judicious choice of the paper, costing many hundreds of dollars less for mailing than would otherwise have been the case. This class of printing shows a wide range of ideas as to the suitability of paper and type for the job, but it would be utter insanity to send out a catalogue of diamonds or high-grade jewelry on the paper one associates with the catalogues of seed merchants and mail order establishments.

Illustrative cuts play a prominent part in the choice of paper. Take a line etching and pull a proof on coated stock, then place it side by side with a proof of same on rough finished antique and see the result. Line engravings are most suitable for use with wove or laid textures imitative of the old-style hand-made papers, giving an effect like unto the wood cut which was the predecessor of the modern zinco half-tone, and are out of their element on coated finishes.

Even half-tones, which are in their higher grades unsuited to anything but highly enameled stock, want careful attention when choosing stock with which to use them.

The different screens play an important part in the correct manipulation of paper, type and engravings which go to make a creditable, finished piece of work.

A FEW FACTS ABOUT THE EVOLUTION OF PAPER.

The first substitute for paper was the skins of animals. Papyrus, manufactured from the reed or plant of that name was substituted by the Egyptians three thousand years ago. Parchment was used 300 B.C. The art of paper making is ascribed to the Chinese about A.D. 700. Spain was the first European country in which paper was made. First watermark appeared in 1282 A.D. Linen was first used in its manufacture about 1308 A.D. In 1804 A.D. paper-making machinery was invented by Fourdrinier, an Englishman. Drying cylinders were invented in 1821. The Germans invented wood pulp machines in 1844. England was the first country to use Esparto grass in its manufacture (1860). In 1866 the sulphite process was patented by an American.

SOME OF THE PRINCIPAL SIZES.

Writings, Etc.

| | |
|-----------------------|-------------------------|
| Cap, 14 x 17. | Double Medium, 23 x 36. |
| Double Cap, 17 x 28. | Royal, 19 x 25. |
| Post, 17 x 22. | Double Royal, 25 x 38. |
| Double Post, 22 x 34. | Super Royal, 20 x 28. |
| Medium, 18 x 23. | |

Cards.

| | |
|----------------------|----------------------------|
| Gents' Call, 1½ x 3. | Ladies', 2½ x 3½ (approx.) |
| Misses', 2¼ x 3¼. | Cardboard, 22 x 28. |

Envelopes.

| | |
|--------------------------|--------------------------|
| No. 6, 3¼ x 5½ (approx.) | No. 8, 3¼ x 6½ (approx.) |
| No. 7, 3½ x 6. | |

Book and Printing.

| | |
|----------|----------|
| 24 x 36. | 28 x 44. |
| 25 x 38. | 32 x 44. |
| 28 x 42. | |



Perforating Gummed Paper.—In using a round hole perforator on gummed stock it is well to run an oiled sheet after about every hundred perforations. This cleans the needles and the holes of particles of gum and saves wear on the machine. To properly prepare this oiled sheet it is only necessary to take a sheet of document manila or other absorbent paper and treat it to a bath in paraffine oil till it is thoroughly soaked, then lay it between zinc sheets or some place where it will not dry out, when it will be ready for use. After perforating this oiled sheet a few times it is well to run a few sheets of waste to remove the superfluous oil.

HOW OTHER PRINTERS DO THINGS

Loyalty Campaign Gets Envelope Orders

THAT the "Loyalty Campaign," advocated by PRINTER AND PUBLISHER and successfully carried out by many newspapers, has a wider application than originally intended is evidenced by a letter received recently from The Tribune Printing Co., Limited, Sackville, N.B. This progressive firm has proved that the small flag emblem cuts, sold by PRINTER AND PUBLISHER, can be used in securing more job printing orders as well as in securing more advertising.



FAWCETT BROS.

Staple and Fancy Groceries
Boots and Shoes
SACKVILLE N.B.

Adapting the Loyalty Emblem to Job Printing. Envelopes like this sold to nearly all the local merchants.

The illustration of the envelope corner shown herewith is a concrete illustration. The Tribune Printing Co. write as follows:—

"We received the electros of flag emblem and have used them with good satisfaction. We did not use them in the way suggested, but solicited orders for envelopes from the merchants of the town. These were printed with the flag in the corner and the name of firm beneath—some in one color and some in two colors. The merchants took up the idea promptly—much more readily than we expected; only on very few occasions had we to ask more than once for the order. We are enclosing several samples of the envelopes distributed."

There is apparently a good chance here for creating some profitable new business for the job printing department and thanks are due the Tribune Printery of Sackville for showing the way. Why not apply the same idea to letterheads also in fact anywhere by which the gospel of home patriotism will be effectively preached. Electros of the small flag cut may be obtained from PRINTER AND PUBLISHER in any quantity at 15 cents each. Cash must accompany order.



Chute for Used Metal

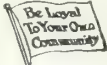
WHERE it is possible to install a chute for conveying used metal from the composing room to the basement, or wherever the metal melting pot is located, such a convenience will save many a trip down the hoist or worse still, the carrying of it down in boxes as is done in some offices.

Where a direct perpendicular fall is all that is required a wooden chute will be found very satisfactory but if it necessary to have the box or bin at some distance away from a point directly beneath the mouth of the chute above and as a result the chute must be sloped to reach it, a galvanized iron pipe is a much better material to use. A. Talbot & Co., London, use a pipe of this kind as a chute for taking monotype metal from the composing room on the main floor to the melting pot in the basement below. Although the pipe is not placed at a very considerable angle the friction of metal against metal prevents clogging. Galvanized iron pipe can be procured from dealers in stock sizes. A nine-inch pipe is advised for conveying slugs. A funnel-shaped mouth can be made to order of the same material.



An Engraving Guide and Screen Gauge

PRINTERS themselves are not nearly so well informed in regard to the various processes and styles of engraving and the correct designation of each as they should be, while the average customer outside of the trade is as a rule woefully ignorant, especially in deciding what is best suited to the work in hand. As a convenient means of reference and to aid in securing the kind of engravings that will give the best satisfaction in the production of any job The Federated Press, Limited, Montreal, have issued for distribution among their friends and customers a very useful and well gotten-up "engraving guide and screen gauge." This is printed on white stock, 5 x 8 inches in size, with a brass eyelet for hanging. On one side are 16 reproductions in

| | | |
|---|---|--|
| BUSINESS AS USUAL | | |
| WHILE THE MAP OF EUROPE IS BEING CHANGED | | |
| OUR BUSINESS IS TO SUPPLY
PRINTED MATTER |  | PRINTING WHEN YOU WANT IT
THE WAY YOU WANT IT |
| THE COMMERCIAL PRINTERY | | |
| Telephone 761 | - - - | 46 Queen St. S. |

Blotter in which the Loyalty Emblem furnishes central feature. Note appropriate wording.

miniature of a portrait of a youngster in sailor suit, each representing a different style of engraving. Some of these are wood engraving, line zinc (stipple), line zinc (pen sketch), square finish half-tones in various screens, with and without line borders, hand tooled, silhouetted and vignetted half-tones and combination half-tone and line. The reverse side of the card is devoted to some remarks on how to order engravings, those best suited to various papers, etc.

Improving Machine Composition Facilities

TALBOT & CO., London, have just completed a partition around their monotype caster department that is out of the ordinary in that it is in all respects equal to the average partition found in the "front office." The lower part and entire framework is constructed of Georgia pine, beautifully stained, and the remainder is of glass.

The keyboard room, which is separated from the main composing room by a low partition, adjoins the caster room, and a small sliding window is provided for transferring the spools from one to the other.

On the other side of the caster room is a specially constructed galley rack for monotype matter. A sliding window also opens onto the top of this rack so that galleys may be placed upon it by the caster operator without the necessity of leaving the room. The boy whose duty it is to pull the proofs removes the galleys from the top of the rack, pulls them on the press nearby, and then places them in the rack in the compartments labeled "uncorrected galleys." Other spaces are provided for the galleys after correction, depending on the work for which the type is intended. Some of the labels are "Echo," "Canada Monthly," "Book and Job Work."

A handy rack is attached to one end of the galley rack for holding sidesticks. It is made of two pieces of one-inch board, sawn so as to form a rack when placed at a distance apart sufficient to carry the sidesticks. Below this rack is a box nailed to the end of the galley rack for holding the wooden quoins used in locking up galleys.



Old Cases Make Good Cut Cabinet

THE installation of labor-saving, dust-proof type cabinets to replace the old style composing frames generally throws into disuse a large number of the open cases of the usual news, cap or job styles. An excellent use for these old cases, no matter how badly broken the divisions are, has been found and put into use by the *Sentinel-Review*, Woodstock, Ont. The cases have been "gutted" of all partitions, except the center supports, and are used for the storage of cuts. A rack has been erected which extends clear to the ceiling and holds a large number of these cases and takes up comparatively little floor space. Every case is numbered and indexed so that a cut can be found promptly. The expense involved is not large as the entire outfit is "home-made" but the result is none the less valuable as it serves as an excellent cut cabinet.



The Keeping of Samples

WALKER PRESS, Paris, Ont., follow an excellent rule in the keeping of samples that is well worth passing on to other printers. A separate sample book is kept for each class of work—one for letterheads, another for envelopes, another for letter circulars and hand bills and so on. A perfect, complete copy of each and every job is placed in the book covering the classification to which it belongs. Thus a perfect record is maintained of every job turned out. The sample books are not only of great value in clinching orders from new customers but are also very convenient when repeat orders are called for and the customer has not preserved a copy, as is so often the case. To have it known that the Walker Press is certain to have a file copy when an additional quantity is required is a good reputation to have.

File copies of the work of two very large customers are handled in a different way. Special sample books are maintained for each of these and the jobs filed under classifica-

tions peculiar to each business in order to make each sample book convenient for ready reference. This plan enables the customers to place repeat orders with the greatest convenience—constituting an important link in the chain that holds printer and customer together.

In the case of one of these customers—one whose work amounts to many thousands of dollars in a year—a duplicate set of samples is kept by the firm themselves, after the same manner as that kept by the printer. In this way the giving of repeat orders is made still more convenient and it is doubly certain that a copy of every job is on file when needed.



Auction Sale Bills

"THE AVERAGE farmer has an auction sale about once every ten years and I believe he should be asked to pay a good fair sum for his auction sale bills," said W. R. Davies, proprietor of Thamesville (Ont.) *Herald*, recently to a representative of PRINTER AND PUBLISHER. Mr. Davies expressed the belief that very few farmers really know anything about the prices of printing but nevertheless often ask for a price with a preconceived notion that no matter what the figure quoted it is sure to be "too high." There is also a tendency among farmers to ask a printer to make the price "even money," if it happens to total up an odd figure. "The other day," said Mr. Davies, "a very good friend of mine came in for auction sale bills, which, according to my printed price list, were worth \$5.35. My farmer friend said 'Oh, I suppose you can make it five and a quarter, can't you?' 'No, I could not even make it \$5.34,' I said, 'because I need every cent of the price quoted to produce a good job and have a fair, reasonable, profit left for myself.' I make it an absolute rule never to depart from the printed price list under any circumstances," said Mr. Davies.

Mr. Davies uses a printed price list for auction sale bills which gives the same prices as are quoted generally by the printers of Essex and Kent Counties. These prices are as follows: *Half Sheets*: 50, \$3.50; 100, \$4.25; 150, \$5.00; 200, \$5.50; Each additional 100, 75c. *Quarter Sheets*: 50, \$2.50; 100, \$3.00; 150, \$3.50; 200, \$4.00; Each additional 100, 50c. *Eighth Sheets*: 100, \$1.75; 200, \$2.15; 300, \$2.15; Each additional 100, 25c. *Sixteenth Sheets*: 100, \$1.50; 200, \$1.75; 300, \$2.00; 500, \$2.35. Where 16th sheets are ordered in connection with large bills the stock list will be published in the *Herald* at 15c. per inch. Where the list has to be set especially for the paper the regular rate of 25c per inch will be charged.

It is encouraging to notice that the unethical practice of publishing an advertisement of the sale in the paper free of charge simply because an order for printing bills has been secured has been entirely set aside by the progressive printers and publishers of Essex and Kent Counties.

This is the season of the year when the printing of auction sale bills and auction sale advertising are at their best and printers everywhere will do well to make the most out of this business this year.



Making Good Use of Scrap Stock

W. H. Eaton & Son, Montreal, make good use of waste stock by using it to make memo pads for free distribution to prospects and customers. At the top of every sheet of the pad are the words: "For satisfaction in PRINTING go to W. H. Eaton & Son, Read Building, 35 St. Alexander Street. TELEPHONE MAIN 2509." The word "printing" and the phone number are given special prominence. The scheme proves a good advertising proposition.

THE EDITORS' VIEWPOINT

Made-in-Canada Printed Matter

MANY Canadian manufacturers have already commenced individually to conduct aggressive campaigns to switch popular favor from foreign made competitive lines to their own goods. In addition to this it is practically certain that a very large number of Canadian manufacturers will co-operate in a mammoth campaign to popularize made-in-Canada goods and create a consequent prejudice against competitive foreign-made lines. It is probable that representative firms engaged in various branches of the graphic arts will participate in the latter demonstration. It is hoped that many will take advantage of the opportunity.

But besides individual co-operation of printers and allied trades with Canadian manufacturers in other lines in the demonstration now being arranged for by the Canadian Home Market Association it would be a splendid thing if the printers themselves would get together in the interests of their own particular industry. This could be done through the agency of local associations, where such exist in the larger cities, and through district press associations outside the territory covered by the larger cities. The necessity for such a campaign, carried on in a special way by the printers themselves, is evident when it is remembered that many of the Canadian manufacturers who will participate in the general Made-in-Canada campaign are the very ones that the printers desire most to reach. In other words it will mean turning the campaign of the manufacturers on themselves. It is obviously inconsistent for manufacturers in one line to solicit the sale of their goods partly or wholly on the ground that they are made in Canada and then go outside of Canada themselves for an essential item of their supplies. It is true there is a fairly stiff tariff to overcome but on some classes of work it is sometimes possible to realize small savings that are grabbed after by firms that one would expect would be above such petty disloyalty. More often, however, the savings are more imaginary than real, though it cannot be denied that very low prices can be secured in some United States cities.

This is not the worst cause of losses of business to the Canadian printing industry. There have been a few instances where Canadian manufacturers have outwitted the customs' authorities altogether, either by sharp practice or positive dishonesty. An instance of the former was brought to the attention of *PRINTER AND PUBLISHER* recently. From the information furnished it would appear that a firm of clothing manufacturers, selling their output through retailers, import regularly clothing booklets in large quantities, entering them as fashion plates and thereby getting them in free of duty. These booklets have no name printed on them, this being done after their arrival, but they are none the less advertising matter and as such

are dutiable at 15 cents a pound. They are in no sense of the word fashion plates, which are for display purposes only and are virtually part of a tailor's stock-in-trade. Apparently the local customs' officer at the port of entry through which these goods passed has been either ignorant or careless and the clothing concern has been benefiting while the printing industry of that city, to which the work of producing a similar booklet would have undoubtedly been given had the duty been exacted, was being grossly injured as a result. It is understood this case is now being brought to the attention of the Ottawa authorities and there is no doubt of the position they will take in the matter. This is evident from a decision given last year in another case of a similar nature. On that occasion complaint was made that a certain firm was bringing in fashion booklets for distribution as advertising matter to a very considerable extent and were getting them through as fashion plates free of duty. The Department at once advised the local officials in the city from which the complaint came that in future such matter must be charged for at 15 cents a pound. Apparently there is a necessity for making these instructions general, as evidenced by the recent case referred to.

Another method by which the authorities are sometimes outwitted is the mailing of advertising matter from United States points to addresses in Canada. It is not customary to collect duty on small booklets addressed to individual addresses in Canada unless a great many are received at once at a Canadian post office. It is sometimes possible, therefore, to mail matter in the United States at different points and in small quantities so as not to draw the attention of the authorities to it and get it through free of duty. Where American stamps are noticed on advertising matter of Canadian business firms printers should always be on the look-out for this practice and where advisable take it up with the authorities.

But apart from the taking of steps to prevent the importation of printed matter under improper classifications or by means of positive deceit there is the question of stimulating a more patriotic feeling among Canadian manufacturers themselves and the present is undoubtedly the proper time to do it. In the last issue of *PRINTER AND PUBLISHER* appeared an editorial on buying printing in the home town. The arguments set forth in that article apply in the larger sense to patronizing Canadian firms in preference to those in the United States. If printers get together on this matter they can do a great deal in both an aggressive and defensive direction toward inducing the Canadian manufacturers who are so anxious to take advantage of and encourage home patriotism in regard to their own goods to apply the same principles to every dollar's worth of their own purchases.

Passing on Good Ideas to Publishers

A NEW department has been instituted in *PRINTER AND PUBLISHER*. It is called "How Other Publishers Do Things," and its purpose is—as its title indicates—the passing on of worthy ideas that have been tried and found helpful by Canadian publishers. In this department will appear from month to month short articles having a bearing on business and editorial problems of the newspaper publisher—some of particular interest to large city papers, others to town and village weeklies, most of them of value to all classes. Every one of these little stories will relate the actual experiences of Canadian newspapers, the names of which will be given in every case. This is the most important point in connection with this new department. It means that it will contain only such ideas as have been put to the test and stood up before it—not theories merely, but actual, proven facts. It is hoped to make this department of as great value to our newspaper publisher readers as its older sister department—"How Other *Printers* Do Things"—has been to our job printer readers.

Many of the ideas to which publicity will be given in the "How Other Publishers" department will appeal to some

readers as being applicable in their present form for immediate use on their own newspapers. To other publishers whose problems are different some of the plans outlined will require certain modifications or amplifications before they could be put into practice. These are matters that must be decided by individual publishers. If the advice of *PRINTER AND PUBLISHER* is desired in connection with any of the plans referred to, such assistance will be given subscribers on request. No doubt also the papers mentioned in the various items will be pleased to give additional details to other publishers if they ask for same.

Newspaper publishers can help materially in the success of this department by sending to the editors of *PRINTER AND PUBLISHER* news of worth-while stunts in either the advertising, circulation or editorial departments of their business. Do not hesitate to send in contributions that may be of value—it frequently happens that the very things that seem quite commonplace to their author contain just the suggestions that other publishers will be delighted to receive and will put into practice in the solution of their problems.



Dr. Coulter Should Be Asked to Resign

MONTREAL *WITNESS* thinks that T. Chase Casgrain, the newly-appointed Postmaster-General, will be an enormous improvement in the Post Office Department. It says the administration of the Post Office Department has been a scandal and a byword. This change will bring an end to reckless charges and will inspire some hope of business-like management. The first step Mr. Casgrain should take is to remove the Deputy Postmaster-General who, with no business experience, was jumped from the position of a village doctor to the administration of the largest business organization in Canada. There ought to be a good man somewhere in the Postal

Service who has shown his ability as an executive, who can be promoted to this position.

The ideal Deputy Postmaster General is a man who began life in a country village where he had the Post Office, the telegraph office and the general store, and has, because of the ability which he displayed in handling the small office, showed his capacity for doing bigger things and in consequence has been promoted to some higher position in the Post Office service.

This is not what is usually done but it is what should be done. Mr. Casgrain has a great opportunity for doing great work for Canada.



The Newspapers' Opportunity

"THERE is nothing in this war for the newspapers," is a typical sentence from an article which first appeared in one of the Toronto dailies and has been going the rounds of the Canadian press. With few exceptions the newspapers appear to have been using up a good deal of valuable space in letting off steam, so to speak, or in other words, explaining at length to the uninitiated public that the greater the increase in circulation that the great war causes, the heavier the burden of loss that has to be borne. This is all very well so far as it goes. It is good preliminary copy but should not stop where it does. The thing for the newspapers of Canada to do is to seize the present opportunity to place their subscription rates on or at least somewhere near a basis commensurate with the service rendered.

There is an eight-page daily published away up in the Yukon that charges a subscription rate of twenty-four dollars a year and forgetting for the moment that it's away up where the high cost of publishing hits the ceiling, and supposing it to be located in Montreal or Toronto, its subscription price is nearer the right figure than the mere pittance that is collected by most of the dailies published

in the two cities mentioned. The newspapers of Toronto and Montreal are instanced as being typical of those in other Canadian cities of metropolitan proportions, while the subscription rates of newspapers published in smaller towns and cities differ only in that they are not quite so far down the scale.

The whole question of newspaper subscription rates should now be adjusted by the newspapers of Canada. The service rendered to the subscriber was never so great as now. The expense of publishing has never been so high. There is no need to go into figures in this article, as every newspaper publisher who reads this knows full well that the great majority of Canadian newspapers do not even get a rate that is sufficient to cover the cost of the white paper on which they are printed. That has been the case for a long time and the conditions have been made much worse now owing to the great volume of cable news called for and the prevailing high rates for this and other news service.

The *Stratford Beacon* is authority for the statement that "outside of probably a half-dozen metropolitan papers in Canada there has not been a daily newspaper that during

the past two months has paid its way, while many of them have had to draw on capital account to keep up the pace." If this is true and we do not believe it is far astray, then something ought to be done and done promptly. Some papers have already ceased publication because they could not possibly make both ends meet. Others are struggling along under a policy of extreme retrenchment that involves giving a very inferior service to readers. There is only one way to cope with present conditions and that is to raise the price of subscriptions.

As a fair basis for a minimum subscription price PRINTER AND PUBLISHER has long advocated the cost of the white paper on which the newspaper is printed. For example, if the necessary white paper for the printing of the 300 odd copies of a newspaper delivered to a subscriber in the course of a year costs \$5 then every subscriber should contribute at least that amount to the cost of producing

the newspaper. The Post Office Department under the direction of Hon. L. P. Pelletier, failed to recognize this principle or any other reasonable definition of a minimum newspaper subscription rate, and the Post Office Department is directly responsible for permitting the extensive circulation of bulky dailies at absurdly low rates such as \$1, \$1.50 and \$2. But whether the new Postmaster-General will enforce the regulations of the department or not it is time the newspapers took the matter into their own hands and there never was or never will be a better time to act than the present. Popular interest in war news is at its height and the public simply must read the newspapers. A general raise to \$4 or \$5 for dailies and \$1.50 or \$1.75 for weeklies could be secured more easily now than at any other time and the newspapers of Canada have only themselves to blame if they continue the suicidal policy which has burdened them for so long.



A Criticism of Our Advertisers

FRANK DOBBIN, one of the best known of Canadian newspapermen, spent a couple of months last summer in the far west, where for a time he relieved C. H. Sawle of the editorial duties on the *Omineca Herald* at New Hazelton, B.C., while Mr. Sawle made a trip to Eastern Canada. New Hazelton is about the most northerly spot on the continent touched by any railroad having connections with any other line. The evening closes in at 10.30 and the morning comes at three so there is plenty of daylight for all practical purposes and Mr. Dobbin found the general atmosphere of the place conducive to considerable exercise of both brain and muscle. Perhaps the geographical location of New Hazelton inspired the particular line of thought contained in the following letter but the suggestions to advertisers are so sound and logical as to merit their most careful consideration. Here is what Mr. Dobbin says:

"I have been searching the advertising pages of PRINTER AND PUBLISHER. And some things strike me.

"Within this district (Prince Rupert and neighborhood), are many printing offices, well equipped so far as necessary plant is concerned, but adding to it constantly as needs develop. All these will be customers of some supply house, and it strikes me of the one which gives the needed information.

"I have gone through the pages of PRINTER AND PUBLISHER. I find that forty-eight distinct lines of goods useful to the printer are there advertised. I see that only four out of the forty-eight quote prices. One is told to write for further information. Fancy that, with the delay consequent to correspondence from a point six hundred miles above Vancouver. The printer I am talking with tells me he sends to the house that fairly and squarely tells the price. He can order with every assurance.

"Further, I find one hundred and seven distinct articles advertised in your pages. Of these only six give the price. What is the matter? Is the dealer or maker afraid to put a price on his wares and let the other fellow know?

"For instance, there is an advertisement of newspaper black. The advertiser lauds its qualities and claims it will do more printing to the pound than any other ink. These are exactly the attributes that the printer here wishes to find in his ink. Freight is a serious matter. To get the most workable value out of news ink is important. Not a word as to the price. That, as a matter of comparison, might clinch many an order. But who knows? And the ink is passed by.

"Tools, many of them useful and of comparative small cost, are advertised. But no hint of the price. Sales go unrecorded. And so on to the end of the chapter.

"Now, if trade from a rapidly growing and developing country is to be esteemed, the advertisement should tell the whole story, which the advertisements do not. I will bank on it that every article is good in quality and to be taken on the maker's guarantee.

"If your magazine is for city and town circulation, then my contention falls to the ground. If for the printer at large and off the line of 'phone enquiry, then a change would be for the better. Just such a change as those disciples of the advertising clubs have been whacking about.

"Catalogues and sample books are very well and useful. My plea is that the advertisement should be self-contained and tell the whole story. Who's afraid?"

There are, of course, exceptions in which it is impossible to give the prices on a whole range of goods when only a small space is used, but there is no doubt that the principle argued by Mr. Dobbin is essentially sound. All good advertising men unhesitatingly advise retail merchants to quote prices in their newspaper advertising, just as all progressive retailers use price-cards on their goods wherever possible. Why not extend the same principle to the advertising pages of trade newspapers? It is mainly a question of serving the convenience of readers, whether they be far removed from the address of the advertiser or near at hand. "Who's afraid?"



Illustrations for Hardware Advertising

ON PAGES 14 and 15 of this issue will be found a splendid assortment of hardware illustrations suitable for retail newspaper advertising. These are being offered to retail hardwaremen through *Hardware and Metal* and the opportunity to secure them is extended to publishers through the co-operation of PRINTER AND PUBLISHER. It will be recalled that in the September issue of PRINTER AND PUBLISHER, pages 18 and 19, was published *Hardware and Metal's* first assortment consisting of 83 separate illustrations. The addition of the 102 illustrations

displayed in this number will greatly increase the usefulness of the service. As many of them are particularly suitable for use in Christmas advertising, as for instance those shown in the suggested hardware advertisement in this issue, the assortment should be looked over at once and a selection made. In doing this the co-operation of the local hardware dealers should be secured and it will most likely be found that they will be willing to bear at least a portion of the expense.

These Letters Were Received for Publication

Installing Printing Plants on Insufficient Capita

Quebec, October 31st, 1914.

Editor, PRINTER AND PUBLISHER:

During the past week, we had occasion to visit the plant of a local job printing establishment in liquidation, with the object of inspecting the machines and type, to see if there was anything in the stock which we required.

The printing firm was in operation about seven or eight months, and during that time, came into competition with us on several jobs, each occasion accepting them at prices that were far below cost, and turning out inferior work.

One of the jobs which we tendered upon, and which they obtained, ran into thousands of dollars. We did not think this firm had a plant to carry out this work, and secondly, if they did, we were quite sure that they would do so at a considerable loss. This job was never executed, for the reason that the firm in question discovered their mistake in cost when they began to buy materials required for same, and we now have the work in our office, at a figure ranging from 25 to 35 per cent. higher than it was to have been performed in the defunct job printing establishment.

Thus, by the above evidence, it will be seen that while this job printing office was in operation in Quebec, it was injuring the legitimate printing trade, and disconcerting the clients of almost all the regular job printing offices by the reduction in the prices of printing.

But to our surprise, when we inspected the stock of the above firm, we found that it was divided up into six items, namely, items A, B, C, D, E and F. Items D and E, amounting to about four or five thousand dollars, included almost every essential piece of machinery, or type, and was secured by liens of two firms in the city of Toronto, one in the printing and the other in the book-binding trade, for sums amounting to over three thousand dollars.

When the liquidator's auction took place, no one present would bid one cent higher than the liens upon the two foregoing items, and, of course, the Toronto merchants were compelled to take back their stocks, which comprised, as we said before, the best part of the plant. The balance of the insolvent estate sold for six and ten cents on the dollar, and was largely composed of old type and machines that were only fit for the junk shop. The result of the sale of this plant, the assets of which were \$6,132.65, only brought \$372.03, which was probably not sufficient to meet the curator's charges, leaving not a cent for the creditors.

Is this not a clear case of where supplying agents are more or less responsible for extending credit to an unlimited degree to job printers desiring to start business in competition with their legitimate customers?

This is not the first occasion that we have been witness to a similar condition of things, and we suggest that the matter be taken up by the Canadian Press Association, and that the names of firms who are prepared to stock almost

any job compositor or outsider who wants to start up business with a plant, for a little more than the freight, should be made known to the members and some action taken in the matter.

We would suggest that the patronage of the members of the Canadian Press Association be given to firms who will guarantee that they will not sell their machines or their goods to firms, unless they are assured of a guaranteed payment, or, at least, an advance of fifty per cent. upon same.

In illustrating the above case, it might be mentioned that a number of printers in Quebec would have bid upon the main portion of this plant, if the liens upon same, by the two Toronto firms, had not been more than what they considered the stock of machinery and type was worth.

Your very truly,

QUEBEC TELEGRAPH,

Per Frank Carrel.

(Editor's Note)—The matter of restricting the terms upon which printing plants can be obtained from type foundries is being taken up by the Executive Committee of the Cost Commission and it is hoped that negotiations between that committee and representatives of the supply houses will result in the establishment of a uniform and satisfactory basis of credit and strict adherence thereto.



Circulation Statements

Editor, PRINTER AND PUBLISHER:

Is it not about time that self-respecting newspapers called a halt upon the incessant and persistent demands for affiliation (for a consideration) with circulation associations, audit bureaus, honor rolls, gilt edge lists, directory ratings, etcetera ad infinitum?

Although we, in common with most daily newspapers in Canada, maintain membership in several organizations each purporting to be *the final word* in circulation matters; furnish regular detailed circulation statements to the advertising agencies and advertisers, supported by affidavit; newspaper and advertising directories galore carry our circulation statements (at a price); yet scarcely a day passes that we are not solicited to join some new organization or go into some additional scheme of similar character. And, it has come to the point within the past few days where a reputable advertising agency makes a peremptory demand that we take out membership in one of their pet bureaus with the plain intimation that otherwise certain advertising will be withdrawn.

This is the limit, it seems to us, and impels us to ask our confreres if it is not time that the newspapers took a hand in the game. In no line other than the publishing is the word of honor and the business integrity so openly questioned and insultingly doubted. A publisher makes a statement that would be accepted from any other business man, but the advertising agent says, "I won't take your word unless sworn to." The statement is then backed by a legal affidavit, only to be met with the insolent reply,

"I don't believe you. Let me audit your books." The patient publisher submits to the latter indignity, but is no nearer having his word accepted; for each advertising agent or circulation association or directory compiler is suspicious of every other and refuses to take anybody's word or accept anybody's statement; and the publisher is kept chasing himself around a circle, getting nowhere, gaining nothing, and losing his own self-respect as well as the respect of men in other walks of business.

The Brockville *Times* is willing to furnish advertisers and their representatives with regular detailed circulation statements, as is every other honorable publisher. Surely it is for those who doubt our word to prove us liars and not for us to prove that we are honorable.

The only solution of this evil, and it is the solution which should appeal to the national pride of Canadian newspaper publishers, is to constitute the Canadian Press Association the sole guarantor of Canadian newspaper circulations, a move in which direction was made at the last annual meeting of that body. Let the Canadian newspapers furnish the C. P. A. with their statements of circulation, duly verified to the satisfaction of that organization and then let the Canadian newspapers refer all enquiries regarding circulation to the C. P. A., and to it alone. The guarantee of the C. P. A. should be sufficient for any advertiser, domestic or foreign, and would obviate the troublesome and annoying enquiries complained of under existing conditions.

E. J. PAYSON,

The Times, Brockville, Ont.



Another Case of Credit Given Too Freely

Winnipeg, November 5, 1914.

Editor PRINTER AND PUBLISHER:

The ——— Printing Co. has assigned in favor of the Canadian Credit Men's Association, to have the business wound up. The assignment of this concern is a shining example of how the supply houses, paper houses, etc., hold up the cut-throat printer, allowing him to go along for months cutting prices in the trade and demoralizing the printing business in general in any community, and then quietly walk out of his shop, allowing the supply houses, paper dealers, etc., to "hold the bag."

ALVIN S. DUNBAR,

Manager, Winnipeg Printers' Board of Trade.



Circulation Contests

Awards—Trips, Player Pianos, Diamond Rings, Gold Watches, Etc.

Editor, PRINTER AND PUBLISHER:

I am the publisher of what would readily be conceded as a representative Ontario weekly, and I wish to give my experience of a contest. I do this, not because I was stung and feel sore (no one locally will ever know this), but simply because I feel that something is due my fellow publishers in this matter.

I may say that the campaign has taken considerable conceit out of me. I had thought that I possessed average business ability. I am now free to admit that I did not, or I could have seen the result from the beginning. In my desire to thoroughly beat the other fellow I most thoroughly beat myself. If I had read the contract carefully, which was a most indefinite thing, and asked what various things meant, I would not have considered it for a moment.

When the campaign manager came along, who was to bring in such abnormal receipts, he took complete charge of

my cash. I had given him the right when I signed the contract, and although I have no reason to doubt his honesty, still how many business men would be so simple as to hand their cash over to a stranger. This is about the most absurd position a publisher can place himself in.

He then proceeded with the work of organization, which I ever afterwards regretted that I had not done myself. The publisher is by far the better judge as to the positions in which candidates should be placed—and he should see that the candidates are those who will command the confidence of the public. A stranger can do very little in this respect, and if he is not wise enough to consult the publisher, then the campaign from the very beginning is doomed to failure.

The published standing of the various candidates each week was grossly misleading, and it is beneath the dignity of any publisher to be a party to the untruth. The results of the campaign were most bitterly disappointing. Now that it is all over I ask what have I to show for my fun? It is true that we added a few new subscribers, not by the thousands, but by the scores and hundreds, but many of these will only take the paper one year. What have I to show for the \$1,000 given away in prizes and commission to the campaign manager? I have gone carefully into the matter, and I consider my loss easily \$500, possibly more, and I am going to be a good loser. The one cheering thing about the campaign was that many did not renew for 1915 and on January 1st I will get their renewal—and I will have the whole thing to myself.

Now for a few conclusions. We have all been agreed that the price of the weekly should be raised to \$1.25 or \$1.50 per year—and yet in the fact of it we give from our circulation receipts a cold \$1,000 or more. It would seem that the price of the weekly is too high, or we are philanthropists and scatter presents as if we were millionaires.

There may be conditions where a contest would be beneficial, in a new field, a large town, or small city, but the old, well-established weekly has nothing to gain from one.

The contest manager is about the best specimen of a parasite upon the publisher that I am aware of. He can simply do nothing a publisher cannot do. There was very little money collected upon back subscriptions, which would not have been paid anyway. I will not go so far as to say that the campaign is absolutely worthless, but the price paid by every publisher for the results is out of all proportion to the benefits. It is a piece of poor business.

If what I have written will benefit any of my fellow publishers. I shall be well repaid for this article. If there are any who merely think I am stung, and that their case will be different, then they would do well to learn from experience. The unfortunate part of it is that very few publishers can afford to pay \$1,000 for experience.

A PUBLISHER.



"Keep Tooting Your Tooter"

If you toot your little tooter and then lay away your horn There's not a soul in ten short days will know that you were born.

The man who gathers shekels is the man who works all day, And the man who keeps a-humping is the man who makes it pay.

The man who advertises with short and sudden jerks Is the man who blames the printer because it never works. The man who gets the business has a strong and steady pull, He keeps his trade paper space from year to year quite full. He plans his advertisement in a thoughtful, honest way, And keeps forever at it and so he makes it pay.

Country Papers Should Exclude War News

Introducing Solan Saunders, Retired Publisher—He Writes Sane, Homely Advice to His Son, Who Has Succeeded Him—He Urges Tom to Feature Local News

DEAR TOM: Since I dropped out of the business and left to your care the trials and delights of publishing the *Gazette* every Thursday, in addition to grinding out job printing orders in between, I have been doing some mighty serious thinking and if you have no objection I'm going to get a few of my thinks off my chest by passing them on to you. As you know your mother and I moved right out of Birchville and came to Toronto principally so that I couldn't give way to a very persistent desire to "butt in." I suppose that inclination was only natural after running the *Gazette* pretty much my own way for the last thirty years, but I'm glad we did move away and leave the business in your hands, Son, only I hope you'll forgive your old father for the copious advice that I see now is in store for you. You know the old saw about distance lending enchantment to the view—well, that's no doubt what's affecting me partly—but, anyhow, I hope you'll give more thought to this long-range advice that if it was handed out verbally in my off-hand way in the course of the busy day's work.

Fact is, I wouldn't have the advice to give, at least very little of it, if I were still on the *Gazette* with you—looking after Matt Grierson's ad. copy that was always promised and never came in till the last minute and kept the paper late, and trying to convince the Birchville Pioneer Store that they should use a space commensurate with their prominence in the community, and a dozen-and-one other things that are all on your shoulders now, Son. You see now that I have lots of time on my hands I'm taking a sort of post-graduating course (*a la observation*) in newspaper publishing and the first thing I have realized is that I stuck too all-fired close to the immediate needs of the *Gazette* all these years, with the result that I overlooked a good many things that were going on about me. I guess that accounts for the fact that the *Gazette* never amounted to much more than an occupation. As for profits—well, your mother and I would still be a long ways from retiring if it hadn't been for that \$35,000 that dropped like a surprise party out of the abundant estate of old Uncle Enos.

One thing that I want to speak about particularly is in regard to the war and that may not surprise you because most every individual you meet has an opinion to give as to when and how it will end and why it all started. But here's the point, Tom—I'm convinced the *Gazette* has been giving too much attention to the big noise over in Europe and elsewhere, and altogether too little space to the hundred-and-one local items that ought to constitute one of the chief reasons for its existence. Not only are the people who live in Birchville and immediate vicinity more interested in their own affairs than anything else, but there are about two hundred "old boys and girls" who take the *Gazette* year after year just so they'll know what's going on back in the old home town. Don't forget, Tom, I'm in the old boy class myself now and so I know what a heap of interest there is in such an item as that one that read: "Councillor Jennings made a trip to Ottawa on municipal business," but, said I as I read it: "What was the 'municipal business'?" Well, I happend to meet Andrew on his way back, and I want to tell you there was a story behind that trip to Ottawa that should have been given at least half a column with an 18-point display head. As the city reporter would say, you "fell down" on that story.

And so it's exclusiveness that counts, Tom. That's the thing the big city papers boast about. You know with what pride they insert the line in black face: "Exclusive

Cable Despatch to the *News*," or whatever the name of the paper happens to be. Now you can't hope to meet the competition of these cut-price—I came near saying "cut-throat" (the kind of news they sometimes publish suggests the term) metropolitan dailies by attempting to scoop them on war news and other things of like ilk, and that isn't the mission of the *Gazette* at all, either. But you can make the old *Gazette* indispensable and exclusive just the same, and the way to do it is to feature local news, country correspondence and home-town articles of every description.

And whatever you do, Tom, get the sails of those long-winded editorials of yours set in the right direction. Though I'm proud of your editorials, Tom, because they're so much better than the average run that appears in the country press. Do you know, I once counted thirty-nine exchanges that reprinted either all or part of an editorial on the war that first appeared in one of the big city papers and all but four of the whole thirty-nine forgot to mention that it wasn't their own. And so I say your originality is to be commended, but the criticism I would offer is along the same line that I've been hitting it off in connection with the straight news columns. In the editorial department also, make your slogan: "Localize—Localize—LOCALIZE." You already have printed on the front page the motto: "Prosper Birchville." Well, just keep that before you when you are trying to decide a subject for an editorial and all the time you are writing it too.

I don't mean, Tom, that you shouldn't mention the war in your columns, but when you do, work in something about the response that Birchville has made to the call to arms and then about the duty of her citizens at this present time. Joe and Will Thorn and "Slim" Patterson and the other boys that went with the first contingent deserve plenty of praise and the *Gazette* should not be slow in giving it. Then there are a number of others, if I am not mistaken, that have decided to go with the second contingent—keep a line on them and get their pictures for publication. That's something you should have done in the case of the first group of volunteers from good old Birchville, but why not get them all together now and run them as occasion suggests.

You know that "Business as Usual" is the popular motto all over the British Empire—well, localize that too, Tom, and make every last business and professional man in Birchville feel ashamed of himself if he doesn't advertise in the *Gazette*. Be tactful but make it read in such a way that if the cap fits they'll wear it. Then drive home to your readers the advantages of buying all the goods they possibly can right at home, instead of sending away to the mail order houses, which has been the curse of Birchville for, lo, these many years. I don't recommend any violent attacks on the mail order business, Tom. Constructive criticism is always best and the campaign will be more successful if you work on the plan of diverting the attention of the people to their own stores and their duty to them.

There's a good deal more I'd like to say, Tom, but I'll make a note of it and mark it "hold" for my next letter. Your mother and I both send love.

YOUR AFFECTIONATE FATHER.



Old Stores Made Into Modern Printing Home

Woodstock Sentinel-Review Has Overcome Many Difficulties and Now Has Convenient and Well-Equipped Premises for Newspaper and Job Printing

IT IS a more or less simple matter (if sufficient funds are available) to erect and equip on the most approved lines a building designed as a home for a combined newspaper and job printing business. It is quite a different proposition, however, to be confronted with the necessity of making the best of a couple of old store buildings, and to overcome the difficulties that would naturally be encountered in such an undertaking and create out of such unpromising material a thoroughly modern home for a printing and publishing enterprise is an achievement of which any individual or firm may well be proud.

Woodstock *Sentinel-Review* is one of those papers whose publishers have not been privileged as yet to erect an entirely new building of their own but they have certainly made the most of their opportunity and in the two old store buildings at Dundas street, Woodstock, they now have one of the best appointed and equipped newspaper and job offices to be found in any of the smaller cities of Canada.

In achieving this result the one thought has been efficiency—the question of expenditure has always been a secondary consideration. Thus changes that have been recently completed, although entailing considerable expense, have been carried through to a successful conclusion because it is confidently believed that the ultimate saving resulting from increased efficiency will far outweigh the “first cost.”

DESCRIPTION OF THE PREMISES.

The reconstructed building consists of three storeys and basement and has a frontage of 50 feet on Dundas street, right in the heart of Woodstock's business district. To get an intelligent idea of the dimensions of the building and the nature of the interior it will be helpful to refer first of all to the two sections of the building, that is, the two old stores which have been turned into a very satisfactory home for the *Sentinel-Review*. The “east building” occupies half the frontage, 25 feet, and has a depth on the ground floor and first floor above of 100 feet. The third floor of the east building has a depth of only 40 feet. The “west building” has a depth of 100 feet, full depth of the lot, but the second and third floors extend only 40 feet from the front. Then an addition about 10 feet wide and 25 feet deep has been added to the ground floor of the “east building,” adjoining it on the east side at the back. This addition is shown in the drawing which appears on the opposite page. Thus it will be seen that the dimensions of the ground floor of both buildings is 50 x 100 feet, which, with the small addition, brings the floor space up to 5,250 square feet. The second floor has a total floor space of 3,500 square feet and the top floor of only 2,000 square feet. The three floors give a total of 10,750 square feet. These details are given principally to show the cut-up nature of the premises, which indicate one of the difficulties that had to be overcome.

Now for a description of the equipment, lay-out, and manner in which the work is handled, for that is, of course, the main purpose of this article.

BUSINESS AND EDITORIAL DEPARTMENTS.

The ground floor front is constructed largely of glass, part of which is effectively used for the display of bulletins and war pictures which attract large crowds. The business office of the newspaper and job business, with space for the public, extends across the whole front of the building and back for a distance of about twenty feet. The desks of

the circulation managers, accountant, job printing manager, and counter clerks, are all arranged so as to give each of them easy access to the counter when called on. Ample room is given the public and the newspaper files and copy-writing desk are conveniently placed for their use.

The editorial offices, reporters' desks, etc., and the private office of J. M. Markey, managing editor, are located on the second floor, east side. On the west side, at the front, are the business and editorial offices of *Rod and Gun*, the well-known sporting monthly published by W. J. Taylor, Limited, and the private office of W. J. Taylor, managing director of the *Sentinel-Review* Co., Limited, and W. J. Taylor, Limited. Doorways are cut through the dividing walls between the two old buildings and in addition an entrance from either side opens onto a stairway leading to the business office below.

EASY ACCESS TO NEWS COMPOSING ROOM.

The news composing room is situated on the second floor, immediately in the rear of the editorial offices, affording quick communication between those two closely related departments. As intimated already the second floor of the east building, in which the editorial and news rooms are located, runs the entire length of the property, 100 feet, but has a width of only 25 feet. The news composing room is, therefore, 60 feet long by 25 feet wide, having a floor space of 1,500 square feet.

A battery of five linotypes is ranged along a part of one wall, abundant light being secured from windows at the back of the operators. The other equipment, consisting of type and cut cabinets, frames, make-up stones, etc., is conveniently arranged for the most efficient handling of the paper and always enabling the boys to close up the last forms in record time. A form elevator is a useful feature for quick transference of the forms to the newspaper press on the floor below.

NEWSPAPER PRESS ON MAIN FLOOR.

Right behind the office, on the east side of the ground floor, is located the newspaper press, a Cox Duplex 8-page. The form elevator which conveys the type pages from the news room is situated right beside the big press. A small stone is also installed for the planing down of forms or the making of last-minute corrections in the press room when necessary. Rollers are kept in a closed cupboard when not in use and a low-down sink is handy for the washing off of forms. The paper rolls are hoisted from the basement through a trap-door behind the press by means of a chain hoist arrangement attached to the ceiling. When the roll is lifted the trap-door may be closed and the roll put in place on the press.

EXTENSIVE JOB PLANT.

Not only has the *Sentinel-Review* newspaper, under the management of Mr. Taylor, made remarkable strides in both circulation and volume of advertising, but the job department in connection with the paper has grown to proportions which rival the better class of purely job offices located in the big cities. In fact the *Sentinel-Review* job department is equipped to handle throughout practically anything in the nature of job printing or bookbinding. This department is under the efficient management of Ben Ray, who has been with the firm for a long period of years.

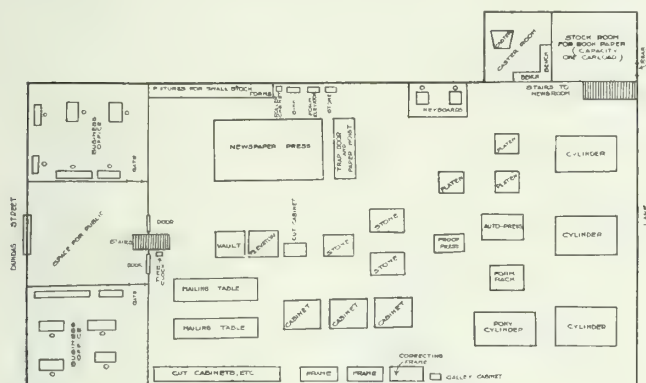
JOB ROOM WELL LAID OUT.

The accompanying sketch gives an excellent idea of the layout of the entire job department, with the exception of the bindery, and a careful study of it will reveal the efficient manner in which the work passes from one sub-department to another without "back-tracking."

The job department occupies the entire ground floor, the full width of both buildings, with the exception of the space occupied by the business office and newspaper press and mailing tables. Across the back of the room are the three large cylinder presses, having excellent light through prism glass at the rear. In the next row are a pony cylinder, auto-press and two platens. The hand-composing department is arranged in the middle and front part of the room as shown in the sketch, every cabinet and imposing stone, etc., being placed with a definite view of securing the maximum efficiency and reducing to a minimum the necessity for members of the staff walking about the room.

SEPARATE ROOMS FOR KEYBOARD AND CASTER DEPARTMENTS.

The machine composition in the job department is handled on the monotype exclusively, the plant including at



Plan of ground floor of Sentinel-Review Building.
Woodstock, Ont.

present two keyboards and one caster. A second caster may be added in the near future. The present equipment handles all the tabular, catalogue, *Rod and Gun* magazine, and other machine composition and in addition the casting machine has been used to cast practically every font of type in use in both news and job departments.

As shown in the sketch the caster room occupies a portion of the addition; and opens off the side of the main room near the rear. A brick wall separates the caster room, making the little room absolutely sound proof and the caster operator is not interfered with in his important and responsible duties. Good light is available from two large windows on the north and east sides. The room is kept neat and clean—a most important point in maintaining efficiency.

The two keyboards are given a room of their own also, partitioned off at the side of the main room as indicated in the plan. The partition is constructed of glass, with a framework of wood, and extends right to the ceiling, thus making double use of the light from windows in the keyboard room. It is much easier to keep clean both casters and keyboards when separate rooms are provided for each.

After the matter is cast it is immediately proved and the galley placed in a rack on the opposite side of the main room. This rack is at the end of the composing frame specially reserved for corrections so that there is no unnecessary handling of the type from the time it leaves the caster until it is made up in page form and put on the imposing stone or storage boards.

WHERE THE PAPER STOCK IS STORED.

The balance of the small addition adjoining the ground floor is used for the storage of magazine or catalogue stock, this room being partitioned off from the caster department by a brick wall and having a separate entrance. It also opens into the lane at the rear. The advantage of storing book paper in this room is that it is convenient to the cylinder presses and permits of being started on its way through the establishment with the minimum amount of handling. It might be noted that this little room, when filled almost to capacity, will hold an entire carload of stock, and it is frequently called upon to do so.

The storage space in the basement is used principally for newsprint rolls, which come in through a lower window at the front of the building and are transferred to the press on the floor above in the manner previously explained.

On the main floor, along the east wall right behind the office, is a stock cabinet with glass front for stock-ruled forms, society stationery and other small stock that it is desirable to have in close proximity to the business office. It is on the third floor, in a small section of the bindery, where the principal stock of cardboards and flat papers is stored. A specially constructed cabinet extends along the greater part of one side of the room and contains compartments for all the standard sizes of flat papers and cardboards. It has sliding doors and is practically dustproof.

A number of shelves are erected close to one of the windows at the rear of the room, almost within arm's reach of the man whose duty it is to fill orders for stock and operate the paper cutter. There are no doors on this cabinet for it is reserved absolutely for off-cuts and other small scrap that may or may not be of further value. The idea is that if they are neatly stored in a place where there is plenty of light and where they meet the eye of the stock man every time he looks up there is not much danger of good stock being used when suitable scraps are available.

AN IDEAL BINDERY.

The *Sentinel-Review* job department now has one of the most advantageously arranged and best equipped small-plant binderies to be found anywhere. It is located on the top floor, the floor space being 50 x 40 or 2,000 square feet. Excellent light is secured from windows at back and front. A freight elevator, recently installed, connects the bindery with the other floors and the basement and is a great convenience. So far as possible all stock and finished work is transferred from one department to another by means of trucks.

An unusually larger power paper-cutter is one of the items of bindery equipment. So as to secure a solid foundation for this heavy machine the roof of the concrete vault, which is a two-storey one giving vault space on both the first and second floors, is extended through the floor, providing a solid steel and concrete base for the cutter.

A collapsible mailing table is a great convenience. It can be erected on a couple of horses in a few minutes and gives ample accommodation for the mailing of the monthly publication and for other special work. Storage bins are placed at intervals under the extra wide girls' folding table, these serving the additional purpose of making the "sit close and talk" idea very inconvenient. They make it necessary for each girl to sit just where the opening occurs beneath the table.

The remainder of the machine equipment consists principally of a ruling machine, stitcher, bundler, folder, standing press, etc., all of which are conveniently arranged both as regards light and also in relation to each other.

What has been accomplished by the *Sentinel-Review* Co. is evidence of what can be done by capable and persevering management, even where the initial outlook is not very favorable.

Drop in Waste Paper Market

ALTHOUGH the prices of the better grades of waste paper have advanced somewhat there has been a decided slump in the market for cheaper grades, and from present indications there does not appear to be much prospect for an early improvement. The biggest change is in straw or pulp board cuttings which have dropped from 40 cents a hundred to 25 cents. Manilla or kraft clippings, the market for which advanced to \$1.00 at the outbreak of war, are still quoted at that figure, while shavings from unprinted white book paper have advanced from \$1.50 to \$1.65 a hundred. The following are the quotations offered for principal lines by Toronto dealers:—

| | |
|--|--------|
| Shavings from white book papers (unprinted) | \$1.65 |
| Shavings from mixed book papers (white or colored) . . | .50 |
| Waste sweepings | .35 |
| Discarded publications (magazines) | .60 |
| Straw or pulp board cuttings | .25 |
| Manilla or kraft clippings | 1.00 |
| Twine and rope sweepings | .75 |



Shop-in-Galt Day Splendid Success

WEDNESDAY, November 11, was a red-letter day in the history of Galt retailers and incidentally in the history of the *Galt Daily Reporter*. On that day people from miles around simply swarmed into town, coming by train, radial, driving their own outfits from the farm, and many afoot. In addition practically every home in Galt was represented at the city market and the retail stores, and the individual purchases were unusually heavy. Farmers and market gardeners were urged to bring their apples, potatoes, turnips, fruit and dairy produce, the idea being that a record crowd would come to the market to buy and the money paid the farmers would to a large extent be spent at once in the retail stores.

The part the newspaper took in this big shopping festival was a very prominent and important one. Three issues of the daily, Saturday, Monday and Tuesday preceding "Shop-in-Galt" Day, were loaded with special advertising, a good deal of which was specially contracted for the three days. In addition to this a guessing contest was conducted by the newspaper which excited remarkable interest and no doubt was an important factor in causing many people to decide to come into town, besides arousing interest in the results published in the paper the following afternoon and in the giving of the prizes, which event took place on Saturday, November 14. The plan on which the contest was conducted was the giving of a coupon with every \$1 purchase at any of the co-operating stores, upon which coupon might be registered an estimate of the total number of coupons deposited in the box situated at the *Reporter* office during the entire day. The first prize was \$25 in cash, the second \$15, the third \$10, the fourth \$5 and twenty-five \$1 prizes—totalling \$80 in cash.

An interesting and informative letter has been received from James D. Clarke, managing director of *Galt Reporter*, in which he says:—

"The special advertising was carried on the 7th, 9th, and 10th of November, and was very satisfactory to us. More than twenty-five non-advertisers were induced to use the paper on those days. We averaged well over one thousand inches of advertising matter of all kinds on Saturday, Monday and Tuesday. Monday and Tuesday are generally slack days with us.

"The guessing contest was very much appreciated by the people, and, we think, was one of the strong points in connection with the day. We know of one case where a young lady contemplated buying a new dress, and had

decided to go to Toronto to make her purchase. When she heard of the Shop-in-Galt Day she decided to stay at home, spend her money in her own town, and have her guesses for the prizes.

"The merchants were well satisfied with the day. In fact, we have yet to hear, either directly or indirectly, of one merchant who was not highly delighted. When you take into consideration the conditions existing at the present time, I think the day was a marvellous success. Two of our local merchants informed the writer that they had the greatest day's business in their history. When you consider that these two merchants have been in business many years, it speaks well for the drawing power of the Shop-in-Galt Day that they should reach the high water mark of their business career during the hard times we have at present. Shoppers were present from points twenty and twenty-five miles away, and many farmers who have not shopped in Galt before were induced to come to the Town. It is hoped that the Galt merchants' field for business has been enlarged as a result of the day.

"I may say that one of the most satisfactory viewpoints of the day for us is that we have turned many non-advertisers into enthusiastic advocates of advertising, and expect that during the next few days we will close several contracts with the merchants who formerly scoffed at advertising as a waste of money."



Record of Advertising in Daily Papers

THE OCTOBER record of the volume of advertising carried by Canadian dailies shows healthy increases over the preceding month. In every instance a decided gain over September has been made. This looks as though business was improving very decidedly and the outlook for the winter's business is much brighter than was evidenced by the September report published last month.

The publication of these records has not been a feature of **PRINTER AND PUBLISHER** long enough to permit of comparisons with the corresponding month the previous year being made. This difficulty will soon be overcome, however, as the records will soon be complete for an entire year. In the meantime the trend of advertising patronage is judged by the upward or downward tendency from month to month. The comparison was made on this basis in our last issue, although it was not as clearly explained as it should have been.

The increases in evidence this month are certainly encouraging and it is to be hoped they will continue from month to month during the winter.

RECORD FOR OCTOBER, 1914

| | Display | Classified | Total |
|---|---------|------------|---------|
| St. John <i>Standard</i> | | | 254,730 |
| Halifax <i>Herald</i> | | | 343,126 |
| Halifax <i>Mail</i> | | | 237,132 |
| Montreal <i>Gazette</i> | | | 325,752 |
| Montreal <i>Mail</i> | | | 190,256 |
| Montreal <i>News</i> | | | 176,671 |
| Montreal <i>Le Canada</i> | | | 65,911 |
| Ottawa <i>Journal</i> | | | 478,520 |
| Toronto <i>Telegram</i> | 469,840 | 291,340 | 761,180 |
| Toronto <i>Star</i> | 495,880 | 66,500 | 562,380 |
| Toronto <i>News</i> | 277,060 | 15,960 | 293,020 |
| Toronto <i>Globe</i> | 278,400 | 69,225 | 347,625 |
| Toronto <i>Mail and Empire</i> | 275,520 | 50,960 | 326,480 |
| Toronto <i>World</i> | 235,620 | 16,380 | 252,000 |
| London <i>Free Press</i> | 313,180 | 52,500 | 365,680 |
| Winnipeg <i>Free Press</i> | 428,417 | 211,226 | 639,643 |
| Winnipeg <i>Tribune</i> | 369,849 | 34,488 | 404,337 |
| Regina <i>Province and Standard</i> | 214,658 | 64,960 | 279,618 |
| Calgary <i>Herald</i> | 328,542 | 111,375 | 439,917 |
| Calgary <i>News Telegram</i> | 242,672 | 59,357 | 302,029 |
| Calgary <i>Albertan</i> | 199,456 | 57,445 | 256,901 |
| Vancouver <i>World</i> | | | |

* Count Lines.

Made-in-Canada Week in Windsor

A SUCCESSFUL Made-in-Canada campaign was conducted in Windsor, Ont., from Nov. 14 to 21, inclusive, thus taking in two Saturdays. It was launched by the Windsor board of trade, which made all the necessary arrangements. For two weeks or more preceding the opening of the campaign there was a spirited advertising program through the columns of the *Record*, the board of trade taking display space and the paper featuring a series of special articles in the news and editorial columns. Street banners, flags bearing the "Made-in-Canada" slogan, and stickers were also employed to arouse interest, which was widespread. The effect was contagious. The movement became decidedly popular and was heartily endorsed by various organizations. The merchants dressed their windows with Canadian-made articles, giving the natural preference to the products of manufacturing firms in Windsor and vicinity. Several factories made displays in store windows and entrances. One of the features was the daily appearance of three elderly French-Canadian ladies who industriously worked away in a leading store window, using an old-fashioned spinning wheel, as well as giving a practical demonstration of knitting and carding wool. The attendance of shoppers on the opening night excelled all records, with the possible exception of the rush during the Christmas season. The merchants reported increased receipts and the utmost satisfaction, more especially appreciating the educational value of the campaign, as the trade competition is exceedingly keen in a border city like Windsor.

A Prize Winning Advertisement

ON THIS page is shown in reduced size an advertisement that won first prize in an advertisement competition conducted by the Canadian Order of Display Men, originally the Canadian Window Trimmers' Association, through the *Dry Goods Review*, a sister publication to *PRINTER AND PUBLISHER*. The prize consisted of a gold medal and the successful contestant was J. A. McNabb, with Richard Hall & Son, department store, Peterborough. Credit is due the Review Job department for the creditable appearance of the advertisement typographically. Eugene L. Beaupre, head of the advertising department of the T. Eaton Co., Limited, Toronto, acted as judge of the competition and the following were the points considered in making the awards: 1, selling quality; 2, appearance; 3, typography; 4, originality.



It Is Not Always Easy

TO apologize; to begin over; to take advice; to be unselfish; to admit error; to face a sneer; to be charitable; to be considerate; to avoid mistakes; to endure success; to keep on trying; to forgive and forget; to profit by mistakes; to think and then act; to keep out of the rut; to make the best of little; to shoulder deserved blame; to subdue an unruly temper; to maintain a high standard; to recognize the silver lining; to get the right price for printing—but it always pays.

XXXX - All four qualities One of the ordinary expression

BARGAINS! BARGAINS! BARGAINS! IN EVERY DEPARTMENT DURING THIS OUR SEMI-ANNUAL MID-SEASON SALE

HIGH, LOW AND MEDIUM PRICED MERCHANDISE OFFERED AT A MERE SHADOW OF THE USUAL AMOUNT

Silk Hosiery at Big Savings

\$1.25 Silk Hose, pair 69c
Old stock in Windsor's Best Black, white and navy, extra soft quality, all styles, including sheer, knee and foot, regular. Regular \$1.25, now 69c.
\$3.00 Pure Silk Hose, pair \$2.29
Best quality Double Run Stock, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$3.00, now \$2.29.
50c Lace Lisle Hose, pair 12c
Best quality Double Run Stock, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 50c, now 12c.

THE Mid-Season Sale which commences on **WEDNESDAY, JULY 15th**, is the Semi-yearly Out Clearing which offers Money Saving Opportunities not to be had at any other time of the year.

A long hand reaches into every department of our stocks, pulling out everything that is the slightest bit moved or that is not here in complete sizes or full variety of patterns, and OUT OF IT ALL WE MAKE THESE VERY SPECIAL, LOW PRICE, MONEY SAVING BARGAINS.

As the stocks are in some cases limited, we cannot promise assortments after one hour's selling. Be among the early shoppers, come Wednesday Morning promptly at 8 a. m.

Sale Values in Dress Goods and Delaines That Speak for Themselves

\$1.25 Black and Colored Dress Materials, yard 25c
Three kinds of a quality and to ensure that women who will not give up the quality of their dress materials will find this sale a most profitable one. Black, white and navy, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$1.25, now 25c.
65c Pretty French Delaines, yard 38c
In a special selection of new dress materials, including French delaines, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 65c, now 38c.

Moderately Priced New York Dresses

\$4.50 to \$6.50 Values Clearing at \$3.69
Twenty five dresses in about twelve styles, including Charming, Lingerie, and Dressing. These are quality dresses, all styles, including sheer, knee and foot, regular. Regular \$4.50 to \$6.50, now \$3.69.

\$6.00 Knitted Sports Coats

Each \$2.98
An extraordinary special we offer you, three new knit bathing suits, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$6.00, now \$2.98.

Women's Combination Underwear

Reduced
Just in the midst of the hot weather season when cool underwear is most desired, we announce the reduction in price of our best quality women's combination underwear. All styles, including sheer, knee and foot, regular. Regular \$1.50 to \$2.00, now \$1.00 to \$1.25.

A Remarkable Offering, \$27.50 Summer Coats \$7.50

This offering represents a complete wardrobe, including coat and skirt, for the summer. These coats are quality coats, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$27.50, now \$7.50.

Three Notable Bargains in Rugs

Axminster Rugs, \$22.50
Three new Axminster rugs, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$22.50, now \$12.50.
\$50.00 and \$60.00 Wilson and Axminster Rugs, \$39.50
Three new Wilson and Axminster rugs, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$50.00 and \$60.00, now \$39.50.

Imported Bridal Sets

Half-price
\$25.00 to \$42.50
Three new imported bridal sets, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$25.00 to \$42.50, now \$12.50 to \$21.25.

Bargain Table of Pure Linen Handkerchiefs

Our handkerchiefs are made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$1.00 to \$1.50, now 50c to 75c.

Perfect, Durable and Solid Summer Sun Shades

Our sun shades are made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$1.00 to \$1.50, now 50c to 75c.

Good break in center.

36c English Sheet, yard 32c
This is a quality sheet, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 36c, now 32c.
30c Plain Bleached Sheet, 23c
This is a quality sheet, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 30c, now 23c.
Circular Pillow Case, yard 22c
This is a quality pillow case, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 22c, now 19c.

Bed-room Furnishings at Sale Compelling Prices

18x36 inch Bath Towels, pair 24c
This is a quality bath towel, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 24c, now 18c.
Cotton Pillow Cases 3 for \$1.00
This is a quality pillow case, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 3 for \$1.00, now 2 for 90c.
White Bed Spreads \$2.19
This is a quality bed spread, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$2.19, now \$1.99.

Much Wanted Staples Well Below Usual Prices

17 Inch Roller Toweling, yard 6c
This is a quality roller toweling, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 6c, now 5c.
31 Inch Bleached Saxony Flannel, 7c
This is a quality Saxony flannel, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 7c, now 6c.
45c Half Bleached Table Linen, 33c
This is a quality half bleached table linen, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 45c, now 33c.

Chintz and Curtain Nets Underpriced

5c and 7c Chintz, yard 3c
This is a quality chintz, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 5c and 7c, now 3c.
1.00 and 1.25 Curtain Nets, 59c
This is a quality curtain net, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 1.00 and 1.25, now 59c.

Women will miss These Sale Values in Seasonable Silks

\$2.50 Chiffon Taffeta Silk, 1.19
This is a quality chiffon taffeta silk, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$2.50, now 1.19.
\$1.75 Black Fleur de Lys, 1.24
This is a quality black fleur de lys silk, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$1.75, now 1.24.

Don't Miss the 25c Mid-Season Bargain Table

This is a special table of bargains, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 25c, now 10c to 20c.

Untrimmed Millinery Shapes in the Best Styles

\$1.00 to \$3.00 Values, Clearing at 49c
This is a quality millinery shape, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$1.00 to \$3.00, now 49c.

Elegantly Made Imported Summer Dresses

\$6.00 to \$20.00
This is a quality imported summer dress, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular \$6.00 to \$20.00, now \$3.00 to \$10.00.

Fashionable Neckwear at a Clearing Price 17c

17c
This is a quality fashionable neckwear, made of the finest material, extra soft, extra fine, extra long, all styles, including sheer, knee and foot, regular. Regular 17c, now 10c.

SEE THE SHOW WINDOWS FOR SOME OF THE BARGAINS

WATCH FOR YELLOW AND BLACK PRICE CARDS. THEY INDICATE THE BARGAINS

RICHARD HALL & SON

Best ad. submitted in C.W.T.A. competition: work of J. A. McNabb, Peterborough, winner of gold medal. Composition by Review, Peterborough.

HOW OTHER PUBLISHERS DO THINGS

Keeping a Check on Correspondents

TO KEEP a check on the regularity or otherwise of correspondents is very desirable but at the same time it is necessary that the work entailed in keeping such a record should not be burdensome or complicated. Waterford (Ont.) *Star* use a method that for simplicity and usefulness would be hard to equal. It is merely a card made out in pencil and tacked up beside the compositor's frame, on which is checked off each week the budgets of correspondence as they are received. The illustration herewith conveys the idea exactly. The blank spaces mean that no correspondence was received for that week from the correspondent representing the community named opposite. If no copy is

| | OCTOBER | | | | | NOVEMBER | | | | DECEMBER | | | | |
|--------------|---------|---|----|----|----|----------|----|----|----|----------|----|----|----|----|
| | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31 |
| Bealton | X | | X | X | X | | X | | X | | | | | |
| Round Plains | | X | X | | X | | X | | | | | | | |
| Teeterville | X | X | X | X | X | X | X | | X | | | | | |
| Hartford | | X | X | X | | X | | X | X | | | | | |
| Scotland | X | | | X | | X | | X | | | | | | |
| Bookton | X | X | X | X | X | X | X | X | | | | | | |
| Grove Union | X | | X | X | X | X | | X | X | | | | | |
| Villa Nova | | X | | X | X | | | | X | | | | | |
| Wilsonville | X | X | X | X | X | X | X | X | X | | | | | |
| Ellaton | X | X | X | X | X | X | X | X | X | | | | | |
| Rockford | | X | X | | X | X | X | X | X | | | | | |

Country correspondence is checked up as received.

received for several weeks the fact shows up plainly and an investigation follows, resulting in a change in correspondents, if that seems necessary. It is a significant tribute to this system that the "News of the District" department of the Waterford *Star* usually runs into three or four columns of live, readable matter.



"What I know About the War!"

A NOVEL souvenir, or rather a timely application of an old idea, was recently handed out by Quebec *Telegraph* to their friends and customers. It consisted of an 8 page and cover booklet, which measured just 2¼ x 2¾ inches. "What I Know About the War," were the words on the cover that greeted the recipient, but strange to relate, every one of the eight pages inside was entirely blank. The back outside cover gave some terse facts about the war-time service rendered by the *Telegraph* to its readers. There are new war publications turning up almost daily but the one in question is no doubt the smallest and most unassuming on record, while at the same time causing much greater interest than some of the more pretentious volumes.

Forms for Advertising Measurements

TWO FORMS are reproduced herewith that are used by London *Free Press* in recording daily advertising earnings and measurements and in recapitulating this informa-

THE LONDON FREE PRESS

Daily Advertising Earnings _____ 191__

| DATE | LOCAL | FOREIGN | CASH ADS. | WANT ADS. | TOTAL | COLUMNS DISPLAY | RATE PER LINE | COLUMNS CLASSIFIED | RATE PER LINE |
|----------------------|---------------|---------|------------|-----------|-------|-----------------|---------------|--------------------|---------------|
| SAME DAY LAST YEAR | | | | | | | | | |
| MEASUREMENT OF PAPER | | | | | | | | | |
| | TOTAL COLUMNS | DISPLAY | CLASSIFIED | OTHERS | | | | | |
| Free Press | | | | | | | | | |

Form A.

tion at the end of the month. Form "A" is used in recording the daily advertising earnings, totaling same, and making up comparative statement of both the details indicated in the headings and the total with the corresponding day the previous year.

The monthly statement, Form "B," takes care of detailed information respecting measurements covering the whole month. The columnar heads on this form read; Local Display, Canada Display, U. S. Display (East and West) British Display, Classified, Reading Matter, Total Columns. The three last columns on this form handle the daily average for the month of display, classified and reading matter.

Advertising in the London Free Press

Started in Columns of 20 inches 14 Agents Lines to Inch

| For the Month of _____ | | | | | | | Issues _____ | | |
|------------------------|----------------|---------------|-----------------|------------|----------------|---------------|---------------|------------|---------|
| LOCAL DISPLAY | CANADA DISPLAY | U. S. DISPLAY | BRITISH DISPLAY | CLASSIFIED | READING MATTER | TOTAL COLUMNS | DAILY AVERAGE | | |
| | | | | | | | DISPLAY | CLASSIFIED | READING |

Form B.

If so desired the form may be lengthened and similar information added concerning the measurement of contemporary papers.



Successful Apple Week in Moose Jaw and Calgary

VERY satisfactory results were obtained in two western cities recently through the medium of a special local campaign for the sale of apples. Both Moose Jaw *Evening Times* and Calgary *Herald* report good success in securing extra advertising in connection with "Apple Week" and also state that the dealers who participated in the special adver-

tising features experienced a greatly increased sale of apples.

In the city of Calgary the campaign conducted by the British Columbia Government was taken advantage of to arouse interest in "Apple Week," with the result that a

Do You Buy Goods in Brantford Made by Canadian Manufacturers?

How time flies!

Fourteen weeks since the war started. With it a feeling of depression spread broadcast; some at the beginning prophesied "hard times ahead." Still the fact remains that while certain lines of goods have been reluctantly raised in price, on account of shortage in raw materials, we are all holding our own, and striving to make conditions better by trading with our local merchants, and buying Canadian-made goods.

Brantford Merchants Need Your Support

By buying at home we are helping the bread-winners of Brantford to keep the wheels turning; a great responsibility rests on the shoulders of every adult Brantfordite at this time. Every dollar spent in Brantford directly goes to help a multitude of Brantford people. If we send our dollar out of town we lose this mighty effect, and others who are in no way responsible for the re-investment of our money with us are benefited.

War at its best is a mighty hard proposition to deal with, but we, as good British subjects, unhesitatingly accept our responsibility, and bear our burden unflinchingly. In several different lines large manufacturing concerns have benefited and are working night and day shifts to turn out their goods. Those who are closely identified with these concerns are the gainers. In other lines it may be that business has slackened to some extent. This state of affairs cannot be governed in these times. Our own responsibility rests with keeping the wheels turning at home.

Patronize Your Local Merchant

Spend your money where it will do the most good to the majority, and don't forget you are one of the majority. Your money spent at home, with the other fellow's money spent at home, gives the local merchant a working capital to re-invest in labor. Your sons and daughters, husbands and neighbors are the gainers. We are all dependent on one another; and don't think that by buying out of town, for an imaginary gain you are saving money. You cannot prove it, and it will not work out.

Why is it that when a circus comes to town it is taxed a high rate by the city authorities for show privileges? Because it takes so much money out of town. It is here to-day and gone to-morrow, but we remain. We have got to look to home industry for our daily bread—something that is a fixture that produces in our midst. We all should become fixtures, producers, not mere transients in that we exist from Brantford capital, and spend it for the benefit of others.

Brantford needs your money—your Brantford money. It is given-and-take game all around. Talk this "Buy in Brantford" proposition over with your neighbor. Compare opinions. Find out from yourself just where you stand on this vital question. Courier ads tell you where to go.

DO IT NOW

Buy Goods Made by Canadian Manufacturers!

An advertisement that couples the Made-in-Canada and Home-Town Arguments.

fair amount of extra business was obtained. In Calgary *Herald* this ran for four insertions and was charged for at the regular card rates for transient business. A space at the top of the page in the centre was devoted to the B. C. Apple copy, pointing out the superiority of fruit grown in that province.

The *Evening Times*, of Moose Jaw, used the national apple campaign, conducted by the Dominion Department of Trade and Commerce, as a background for the local campaign. Some extracts from a letter received from James H. Drynan, advertising manager, tells how the proposition was handled. Mr. Drynan writes:—

"We had just secured considerable Thanksgiving advertising from the grocers and hardwaremen, and realized that we would have to offer something particularly attractive,—so decided to run the "Apple Page" in red on a back page of the paper in connection with the National Campaign. Particular care was taken in making up the dummy. A border of red apples was made up from duplicate cuts secured from one of the Government apple advertisements. In the setting up of the advertisements care was taken to make them as uniform as possible, so that the whole page might have a pleasing effect.

"The results secured by the merchants were exceptionally good. Several who had been rather hard to convince were delighted with the sales they made.

"The *Times* has had excellent success with special feature pages, and one of the reasons is that we have always offered the merchants something we were convinced would

benefit them and always have carried out to the letter our promises made in solicitation.

"We found the 'Apple Page' an invitation to call again."

The page advertisement referred to by Mr. Drynan contained no less than 15 individual advertisements, all of them either of apples or playing up the apple week idea.



Advertising the Buy at Home Movement

ON THIS page is shown a splendid advertisement that appeared recently in the Brantford *Daily Courier*. It is along the line suggested by PRINTER AND PUBLISHER for the past three months. In view of the patriotic spirit that is prevalent on account of the great war in which the Empire is engaged such copy as this advertisement contains is sure to bring abundant returns for the newspaper space given it. Newspapers will share in the general prosperity that will result from a practical application of the doctrine of buying goods at home. "Be Loyal to Your Own Community" is a principle, not merely a slogan.



Every Big Fire Creates Advertising

"IT'S AN ill wind that blows nobody any good," is an old saying but just as true now as ever. *Winnipeg Free Press* has a standing contract with a number of fire insurance companies for the insertion of display advertisements on the day following a local fire causing damage to the extent of at least \$50,000 or a fire of larger proportions outside the

LELAND HOTEL IS PRACTICALLY DESTROYED BY FIRE

THE PIONEER FIRE INSURANCE AGENCY
Solely Connected—Business transacted the general attention of the public.
THE G. F. CARRUTHERS AGENCY
100-110-120-130-140-150-160-170-180-190-200-210-220-230-240-250-260-270-280-290-300-310-320-330-340-350-360-370-380-390-400-410-420-430-440-450-460-470-480-490-500-510-520-530-540-550-560-570-580-590-600-610-620-630-640-650-660-670-680-690-700-710-720-730-740-750-760-770-780-790-800-810-820-830-840-850-860-870-880-890-900-910-920-930-940-950-960-970-980-990-1000-1010-1020-1030-1040-1050-1060-1070-1080-1090-1100-1110-1120-1130-1140-1150-1160-1170-1180-1190-1200-1210-1220-1230-1240-1250-1260-1270-1280-1290-1300-1310-1320-1330-1340-1350-1360-1370-1380-1390-1400-1410-1420-1430-1440-1450-1460-1470-1480-1490-1500-1510-1520-1530-1540-1550-1560-1570-1580-1590-1600-1610-1620-1630-1640-1650-1660-1670-1680-1690-1700-1710-1720-1730-1740-1750-1760-1770-1780-1790-1800-1810-1820-1830-1840-1850-1860-1870-1880-1890-1900-1910-1920-1930-1940-1950-1960-1970-1980-1990-2000-2010-2020-2030-2040-2050-2060-2070-2080-2090-2100-2110-2120-2130-2140-2150-2160-2170-2180-2190-2200-2210-2220-2230-2240-2250-2260-2270-2280-2290-2300-2310-2320-2330-2340-2350-2360-2370-2380-2390-2400-2410-2420-2430-2440-2450-2460-2470-2480-2490-2500-2510-2520-2530-2540-2550-2560-2570-2580-2590-2600-2610-2620-2630-2640-2650-2660-2670-2680-2690-2700-2710-2720-2730-2740-2750-2760-2770-2780-2790-2800-2810-2820-2830-2840-2850-2860-2870-2880-2890-2900-2910-2920-2930-2940-2950-2960-2970-2980-2990-3000-3010-3020-3030-3040-3050-3060-3070-3080-3090-3100-3110-3120-3130-3140-3150-3160-3170-3180-3190-3200-3210-3220-3230-3240-3250-3260-3270-3280-3290-3300-3310-3320-3330-3340-3350-3360-3370-3380-3390-3400-3410-3420-3430-3440-3450-3460-3470-3480-3490-3500-3510-3520-3530-3540-3550-3560-3570-3580-3590-3600-3610-3620-3630-3640-3650-3660-3670-3680-3690-3700-3710-3720-3730-3740-3750-3760-3770-3780-3790-3800-3810-3820-3830-3840-3850-3860-3870-3880-3890-3900-3910-3920-3930-3940-3950-3960-3970-3980-3990-4000-4010-4020-4030-4040-4050-4060-4070-4080-4090-4100-4110-4120-4130-4140-4150-4160-4170-4180-4190-4200-4210-4220-4230-4240-4250-4260-4270-4280-4290-4300-4310-4320-4330-4340-4350-4360-4370-4380-4390-4400-4410-4420-4430-4440-4450-4460-4470-4480-4490-4500-4510-4520-4530-4540-4550-4560-4570-4580-4590-4600-4610-4620-4630-4640-4650-4660-4670-4680-4690-4700-4710-4720-4730-4740-4750-4760-4770-4780-4790-4800-4810-4820-4830-4840-4850-4860-4870-4880-4890-4900-4910-4920-4930-4940-4950-4960-4970-4980-4990-5000-5010-5020-5030-5040-5050-5060-5070-5080-5090-5100-5110-5120-5130-5140-5150-5160-5170-5180-5190-5200-5210-5220-5230-5240-5250-5260-5270-5280-5290-5300-5310-5320-5330-5340-5350-5360-5370-5380-5390-5400-5410-5420-5430-5440-5450-5460-5470-5480-5490-5500-5510-5520-5530-5540-5550-5560-5570-5580-5590-5600-5610-5620-5630-5640-5650-5660-5670-5680-5690-5700-5710-5720-5730-5740-5750-5760-5770-5780-5790-5800-5810-5820-5830-5840-5850-5860-5870-5880-5890-5900-5910-5920-5930-5940-5950-5960-5970-5980-5990-6000-6010-6020-6030-6040-6050-6060-6070-6080-6090-6100-6110-6120-6130-6140-6150-6160-6170-6180-6190-6200-6210-6220-6230-6240-6250-6260-6270-6280-6290-6300-6310-6320-6330-6340-6350-6360-6370-6380-6390-6400-6410-6420-6430-6440-6450-6460-6470-6480-6490-6500-6510-6520-6530-6540-6550-6560-6570-6580-6590-6600-6610-6620-6630-6640-6650-6660-6670-6680-6690-6700-6710-6720-6730-6740-6750-6760-6770-6780-6790-6800-6810-6820-6830-6840-6850-6860-6870-6880-6890-6900-6910-6920-6930-6940-6950-6960-6970-6980-6990-7000-7010-7020-7030-7040-7050-7060-7070-7080-7090-7100-7110-7120-7130-7140-7150-7160-7170-7180-7190-7200-7210-7220-7230-7240-7250-7260-7270-7280-7290-7300-7310-7320-7330-7340-7350-7360-7370-7380-7390-7400-7410-7420-7430-7440-7450-7460-7470-7480-7490-7500-7510-7520-7530-7540-7550-7560-7570-7580-7590-7600-7610-7620-7630-7640-7650-7660-7670-7680-7690-7700-7710-7720-7730-7740-7750-7760-7770-7780-7790-7800-7810-7820-7830-7840-7850-7860-7870-7880-7890-7900-7910-7920-7930-7940-7950-7960-7970-7980-7990-8000-8010-8020-8030-8040-8050-8060-8070-8080-8090-8100-8110-8120-8130-8140-8150-8160-8170-8180-8190-8200-8210-8220-8230-8240-8250-8260-8270-8280-8290-8300-8310-8320-8330-8340-8350-8360-8370-8380-8390-8400-8410-8420-8430-8440-8450-8460-8470-8480-8490-8500-8510-8520-8530-8540-8550-8560-8570-8580-8590-8600-8610-8620-8630-8640-8650-8660-8670-8680-8690-8700-8710-8720-8730-8740-8750-8760-8770-8780-8790-8800-8810-8820-8830-8840-8850-8860-8870-8880-8890-8900-8910-8920-8930-8940-8950-8960-8970-8980-8990-9000-9010-9020-9030-9040-9050-9060-9070-9080-9090-9100-9110-9120-9130-9140-9150-9160-9170-9180-9190-9200-9210-9220-9230-9240-9250-9260-9270-9280-9290-9300-9310-9320-9330-9340-9350-9360-9370-9380-9390-9400-9410-9420-9430-9440-9450-9460-9470-9480-9490-9500-9510-9520-9530-9540-9550-9560-9570-9580-9590-9600-9610-9620-9630-9640-9650-9660-9670-9680-9690-9700-9710-9720-9730-9740-9750-9760-9770-9780-9790-9800-9810-9820-9830-9840-9850-9860-9870-9880-9890-9900-9910-9920-9930-9940-9950-9960-9970-9980-9990-10000-10010-10020-10030-10040-10050-10060-10070-10080-10090-10100-10110-10120-10130-10140-10150-10160-10170-10180-10190-10200-10210-10220-10230-10240-10250-10260-10270-10280-10290-10300-10310-10320-10330-10340-10350-10360-10370-10380-10390-10400-10410-10420-10430-10440-10450-10460-10470-10480-10490-10500-10510-10520-10530-10540-10550-10560-10570-10580-10590-10600-10610-10620-10630-10640-10650-10660-10670-10680-10690-10700-10710-10720-10730-10740-10750-10760-10770-10780-10790-10800-10810-10820-10830-10840-10850-10860-10870-10880-10890-10900-10910-10920-10930-10940-10950-10960-10970-10980-10990-11000-11010-11020-11030-11040-11050-11060-11070-11080-11090-11100-11110-11120-11130-11140-11150-11160-11170-11180-11190-11200-11210-11220-11230-11240-11250-11260-11270-11280-11290-11300-11310-11320-11330-11340-11350-11360-11370-11380-11390-11400-11410-11420-11430-11440-11450-11460-11470-11480-11490-11500-11510-11520-11530-11540-11550-11560-11570-11580-11590-11600-11610-11620-11630-11640-11650-11660-11670-11680-11690-11700-11710-11720-11730-11740-11750-11760-11770-11780-11790-11800-11810-11820-11830-11840-11850-11860-11870-11880-11890-11900-11910-11920-11930-11940-11950-11960-11970-11980-11990-12000-12010-12020-12030-12040-12050-12060-12070-12080-12090-12100-12110-12120-12130-12140-12150-12160-12170-12180-12190-12200-12210-12220-12230-12240-12250-12260-12270-12280-12290-12300-12310-12320-12330-12340-12350-12360-12370-12380-12390-12400-12410-12420-12430-12440-12450-12460-12470-12480-12490-12500-12510-12520-12530-12540-12550-12560-12570-12580-12590-12600-12610-12620-12630-12640-12650-12660-12670-12680-12690-12700-12710-12720-12730-12740-12750-12760-12770-12780-12790-12800-12810-12820-12830-12840-12850-12860-12870-12880-12890-12900-12910-12920-12930-12940-12950-12960-12970-12980-12990-13000-13010-13020-13030-13040-13050-13060-13070-13080-13090-13100-13110-13120-13130-13140-13150-13160-13170-13180-13190-13200-13210-13220-13230-13240-13250-13260-13270-13280-13290-13300-13310-13320-13330-13340-13350-13360-13370-13380-13390-13400-13410-13420-13430-13440-13450-13460-13470-13480-13490-13500-13510-13520-13530-13540-13550-13560-13570-13580-13590-13600-13610-13620-13630-13640-13650-13660-13670-13680-13690-13700-13710-13720-13730-13740-13750-13760-13770-13780-13790-13800-13810-13820-13830-13840-13850-13860-13870-13880-13890-13900-13910-13920-13930-13940-13950-13960-13970-13980-13990-14000-14010-14020-14030-14040-14050-14060-14070-14080-14090-14100-14110-14120-14130-14140-14150-14160-14170-14180-14190-14200-14210-14220-14230-14240-14250-14260-14270-14280-14290-14300-14310-14320-14330-14340-14350-14360-14370-14380-14390-14400-14410-14420-14430-14440-14450-14460-14470-14480-14490-14500-14510-14520-14530-14540-14550-14560-14570-14580-14590-14600-14610-14620-14630-14640-14650-14660-14670-14680-14690-14700-14710-14720-14730-14740-14750-14760-14770-14780-14790-14800-14810-14820-14830-14840-14850-14860-14870-14880-14890-14900-14910-14920-14930-14940-14950-14960-14970-14980-14990-15000-15010-15020-15030-15040-15050-15060-15070-15080-15090-15100-15110-15120-15130-15140-15150-15160-15170-15180-15190-15200-15210-15220-15230-15240-15250-15260-15270-15280-15290-15300-15310-15320-15330-15340-15350-15360-15370-15380-15390-15400-15410-15420-15430-15440-15450-15460-15470-15480-15490-15500-15510-15520-15530-15540-15550-15560-15570-15580-15590-15600-15610-15620-15630-15640-15650-15660-15670-15680-15690-15700-15710-15720-15730-15740-15750-15760-15770-15780-15790-15800-15810-15820-15830-15840-15850-15860-15870-15880-15890-15900-15910-15920-15930-15940-15950-15960-15970-15980-15990-16000-16010-16020-16030-16040-16050-16060-16070-16080-16090-16100-16110-16120-16130-16140-16150-16160-16170-16180-16190-16200-16210-16220-16230-16240-16250-16260-16270-16280-16290-16300-16310-16320-16330-16340-16350-16360-16370-16380-16390-16400-16410-16420-16430-16440-16450-16460-16470-16480-16490-16500-16510-16520-16530-16540-16550-16560-16570-16580-16590-16600-16610-16620-16630-16640-16650-16660-16670-16680-16690-16700-16710-16720-16730-16740-16750-16760-16770-16780-16790-16800-16810-16820-16830-16840-16850-16860-16870-16880-16890-16900-16910-16920-16930-16940-16950-16960-16970-16980-16990-17000-17010-17020-17030-17040-17050-17060-17070-17080-17090-17100-17110-17120-17130-17140-17150-17160-17170-17180-17190-17200-17210-17220-17230-17240-17250-17260-17270-17280-17290-17300-17310-17320-17330-17340-17350-17360-17370-17380-17390-17400-17410-17420-17430-17440-17450-17460-17470-17480-17490-17500-17510-17520-17530-17540-17550-17560-17570-17580-17590-17600-17610-17620-17630-17640-17650-17660-17670-17680-17690-17700-17710-17720-17730-17740-17750-17760-17770-17780-17790-17800-17810-17820-17830-17840-17850-17860-17870-17880-17890-17900-17910-17920-17930-17940-17950-17960-17970-17980-17990-18000-18010-18020-18030-18040-18050-18060-18070-18080-18090-18100-18110-18120-18130-18140-18150-18160-18170-18180-18190-18200-18210-18220-18230-18240-18250-18260-18270-18280-1829

turns to the firms represented on their "Fire Insurance Page" have been very satisfactory.

New Idea and New Man Secured New Local Contracts

AS EVIDENCE of what can be accomplished in the way of getting "impossible" prospects—the kind every weekly publisher could write a volume about—to use space in the

this space was prepared by the special man while in Vernon.

Another manner in which the Directory is given special prominence is by the placing of news items calling attention to it in various parts of the paper.

With regard to the revenue received from this page we quote from Mr. Ball's letter, as follows: "If we can hold even 75% of the advertisers till the completion of their contracts (which were for one year) we will do well out of the page, for while our regular rate for contract advertising is 25c per inch per issue, we got, for this page, 50c. per inch per issue. Out of this we agreed to pay 40% commission, which would have netted us 30c, still more than our regular rate. In settling up, however, this man made a very considerable reduction, to guard against loss on our part, and in view of an earlier settlement of his commission than at first arranged, so that his commission amounts to about 30% instead of 40%. This, therefore, leaves quite a nice margin for us, and as the whole series, as to copy, etc., is arranged, it makes the page an easy one to handle.

As to the proportion of new advertising we may say that the page contains almost all new business, old advertisements having been cancelled in only a few cases, while in most cases the advertising is entirely new.

One feature that Mr. Ball did not mention is the fact that an outside man could come in and with the aid of a scheme that was not strikingly new or original corral a whole page of new advertising from local business men. Not that the idea itself should be belittled because it was the idea that was the moving spirit in securing the business, but the novelty of the scheme, so far as Vernon merchants were concerned, coupled with the novelty of being solicited to support it by an "imported" salesman constituted a combination that was apparently irresistible.

Illustrated WAR NEWS

Vernon Business Directory
The most handy business guide to high quality space on this page is a feature worth your attention. The more things you know about the more you can do. Look it over, and purchase the people.

THE NEWS HANDY GUIDE

S. C. Smith Lumber Co.
BARGAINS BARGAINS
FACTORY WORK
Selling Lumber and all kinds of building material. Also, we have a large stock of hardware and paint. Write for our price list.

Victoria Hotel
Best Table in Vernon
LUNCHEON & DINNER
3c
Rooms 50c and up
M. EASTON, M. Prop.

IMPROVE YOUR LIGHTING SYSTEM
We have a large stock of electric lights and fixtures. Also, we have a large stock of hardware and paint. Write for our price list.

Megaw Motor Co.
Phone "Four Six Six Six"
VERNON, B.C.

Wm. Forester
General Home Painter
and Decorator
Phone 128
Co. Street and 4th Street

Vernon Photo Company
Portrait and Commercial Photography
Phone 128
Co. Street and 4th Street

ANYTHING
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

Guas and Ammunition
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

Queen's Bakery
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

R. S. ROLSTON
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

HUDSON'S BAKERY
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

GLOVER-PRICE Hardware Co. Ltd.
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

THE Grange Hotel
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

See Megaw's Special Bargains
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

W. R. MEGAW
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

John McCounie & Sons
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

OKANAGAN MOTOR CO.
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

HUGH DICKINSON
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

OKANAGAN TELEPHONE COMPANY
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

NOTICE
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

JOHN HARWOOD
We have a large stock of hardware and paint. Also, we have a large stock of hardware and paint. Write for our price list.

Here is the page of new advertising that was secured by a new man with a new idea.

paper witness the achievement of Vernon (B.C.) News as follows. A special canvasser was engaged to give advice and practical assistance in rounding up a number of local advertisers who had hitherto been non-users of space or very much in the occasional class. "The main plan was mostly his," writes L. J. Ball, the publisher of the News, in response to an enquiry from PRINTER AND PUBLISHER, "and between us we made up the page and sold the spaces." The idea that "sold itself" to nearly forty Vernon business and professional men was a "Vernon Business Directory," with some unusual features added that greatly increased the effectiveness of the advertising. In the centre of the page is a space devoted to editorial matter which has the effect of drawing attention to the "Directory" every week. The copy in this space is changed weekly, and consists of a series of "Acts" in which are portrayed the imaginary purchases of various articles from the different advertisers using space in the Directory. For instance, in the page reproduced herewith the space in the centre contains matter telling how "Auntie" and "Lucille" came to buy a motor car from the Megaw Motor Co. (whose advertisement appears immediately below) "and lived happy ever after." The story is headed "Act VI." The entire series of copy for

Meeting Competition on Rural Routes

THE inauguration of rural mail routes has increased the keenness of the competition between the metropolitan city papers and the daily newspapers in the smaller cities and towns throughout Ontario and other sections of the Dominion where rural routes are in operation. This is because the rural mail system makes it possible for the early morning papers published in Toronto, Montreal and other centres, to be delivered to rural subscribers as far away as 200 miles from the respective places of publication on the afternoon of the date of issue. As the rural mail carriers leave the central places of distribution at hours ranging from 11 a.m. till 12.30 it is obviously impossible for the regular afternoon papers published in small cities to issue early enough to catch the rural routes. It is also obviously impracticable to publish a regular morning paper involving a night staff and telegraphic service. The difficulties which the rural routes have presented are, therefore, very acute, and call for unusual action on the part of small city daily publishers.

A plan has been evolved and put into operation by Peterborough Examiner that has not only met the competition from the Toronto morning papers but has made it possible to go still farther and publish practically the same news as appears in the Toronto afternoon papers, thus beating out both morning and afternoon papers by a whole day. Some extracts from a letter received from R. M. Glover, the managing director of the Examiner, indicate the manner in which the feat is being accomplished. Mr. Glover writes:—

"Our rural routes leave Peterborough at 12.30 and we have our paper in the Post Office at 11.30 with the first

section of that day's paper, together with the last section of the night before. In the first section of the paper—that is the section that is printed the same day that is distributed—we have all the telegraphic despatches up to 11 o'clock. We have a summary of the important local happenings up to the same hour. The details, of course, are not given at length, only in the second section, but the subscriber on a rural route who has the late important war news and other despatches earlier than can be given by any outside paper, and if only the fact that a local murder, a death or a fire takes place that morning, and he reads it in the afternoon, he is satisfied to wait till next day for the details. We have added already a good list of rural route readers, just because we are able to give this service.

To sum up the situation, so far as our service is concerned, we claim that we are reaching our local rural routes with important news a day earlier than they can be reached by any other paper. We are equal with the Toronto dailies with overnight news and any important local happenings reach our rural subscribers earlier than the city subscribers. The service is very much appreciated by our subscribers."

Peterborough *Examiner* is fortunate in that the rural mail routes running out of its city do not leave so early by an hour or an hour and a half as is the case in some cities. On the other hand the *Examiner* has overcome their inability to print two sections of their paper in the morning by using one of the sections printed the afternoon before, and it would seem that under this plan many other small city dailies could publish in time to catch rural routes even if they left at 11 o'clock, providing reasonable arrangements could be made with the local Postmaster for the acceptance of the papers just before departure of the carriers. To do this it might be necessary for a portion of the mechanical staff and one or two reporters to report for business at an early hour—say 6.30 or 7 a.m.—but it would, no doubt, be worth doing to give the improved service to country subscribers and gain the increase in circulation that would surely result.



Edmonton Journal Reports Successful Window Display Week

NEWSPAPER Window Display Week, which was planned and directed by the Bureau of Advertising of the American Newspaper Publishers' Association, was carried through successfully by the newspapers in a number of Canadian cities. The experience of one paper and the manner in which the campaign was handled is briefly reviewed in the following message in reference to it received by PRINTER AND PUBLISHER from George B. Cooper, advertising manager of *Edmonton Journal*:

After the first announcement made by the Bureau of Advertising of the inauguration of Newspaper Window Display Week for the displaying of nationally advertised goods, our paper took the matter up enthusiastically. We mailed from our office some five hundred personal letters to the retailers of Edmonton calling attention to the benefits to be derived from co-operation with the newspapers in these displays and soliciting their co-operation. The response was such that displays were made in over three hundred and fifty windows and something over one hundred and fifty different nationally advertised products were exhibited.

To create interest previous to this week, we inserted on our editorial page articles as supplied by the Bureau of Advertising in a space of 9 inches by three columns. During the week we also carried large display editorials and on each page of our paper we ran small readers attracting

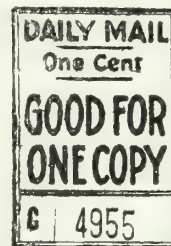
the attention of the public to the windows displaying these nationally advertised goods. The result of this campaign was such that the interest spread to smaller towns surrounding our city, from which we had inquiries for posters to display in their windows so that they might participate in this movement. These we were pleased to supply together with the necessary information to insure a successful display.



Use Tickets Instead of Coppers

MONTREAL *Daily Mail* adopted a ticket system for street sales in March last and have had it in successful use ever since. It has several commendable features, specially in a severe winter climate, such as is encountered in Montreal.

The tickets are issued in strips of five and retail at five cents a strip. A reproduction of both back and front is shown herewith. When a customer purchases his first quarter's worth he is given free a leather ticket case, in size, 4½ inches long and 1½ inches wide when folded. The case contains eight pockets, four on each side, running



Front and back of ticket used by Montreal Mail in newspaper street sales instead of coppers. Actual size.

lengthwise. The case is suited to both car tickets and newspaper tickets, both being of the same size. Thus the man who uses the street car to go to business has a constant reminder before him to get a *Daily Mail*, not only when he has some of the newspaper tickets on hand, but because the small inscription in gold letters "Montreal *Daily Mail*" is plainly seen every time the case is opened. In addition to being an ideal reminder, this case and the entire ticket system increases greatly the convenience with which newspapers can be purchased. How many sales are lost daily in every city because a man doesn't happen to have a copper in his pocket. The would-be customer contemplates the prospect of waiting on a windy corner while a newsboy darts through the crowd to get change and decides he "will not bother with a paper to-day." How much easier to reach in an outside overcoat pocket for his car ticket case and hand the boy a ticket, from the step of the street car if necessary, and the transaction is over in an instant. A further advantage of the system is that it secures cash in advance, although no rebate is given, as is the custom with street railway companies.

The wallets are made of thin imitation leather and cost very little, but are sufficiently serviceable for their purpose. They are handled principally by newsboys selling on street corners and the number given to each boy for distribution is determined by his sales, being decreased each week and eventually his supply is cut off altogether. Of course a good deal of discretion is necessary to avoid too much duplication, but it is figured that where duplication does occur the ticket case is passed on to someone else and whether used for newspaper tickets or not it at least continues to advertise the *Daily Mail*. Already 5,000 of the wallets have been distributed. The system was introduced by F. A. Flader, circulation manager of the paper.

Celebrate Christmas as Usual Despite War

Some Reasons That Should Be Made Clear to the Public—Publishers Should Urge Merchants to Go After Business Harder Than Ever—A Christmas Shopping Edition—Ready-made Advertisements

AT FIRST thought war—such a war as the world has never before experienced—and Christmas,—the celebration of the birthday of the Prince of Peace—seem so utterly opposed to one another that it would seem unthinkable to observe Christmas this year in the usual way. Perhaps that thought has entered the minds of many people and has been allowed to remain there simply because the all-absorbing attention which the frightful war is occasioning has not permitted any clear analysis of the situation. Thus we find that Christmas is less than a month away and people are talking very little of it and apparently planning very little for it, while retail merchants, with the notable exception of the more far-sighted ones, appear to be taking it pretty much for granted that this is to be an "off year" so far as the usual Christmas sales are concerned.

This is all wrong, not from a business standpoint merely—though it is a direct and very harmful violation of the "Business as Usual" motto that has created such a remarkable influence for good all over the British Empire—but because it involves a much-to-be-regretted breaking-down of the magnificent principles for which Christmas stands. The present war is a direct outcome of the opposite influences to those which characterize Christmas and the ideals for which it stands. When the fury of the barbaric influences that are inspiring the leaders of Germany in the war and have inspired them in the elaborate and lengthy preparations for it, is spent, what will follow? Every right-thinking subject of Britain and her allies, both those who will fight on the battle's front and those who will fight at home, hopes and prays that it will end in only one way, and that is in the establishment of lasting peace. That is what Britain and her allies are spending their best blood and pouring out their billions in money lavishly to accomplish. The suppression of militarism in Germany will mean the nearer possibility of the fulfillment of the Christian ideals—the ideals of love and brotherhood and mutual service and lasting peace. The war is, therefore, not a breaking down of those ideals, nor the signal for their abandonment, but the very means by which they will come nearer accomplishment. The Christ-

mas spirit must be kept alive. It must be emphasized more than ever for it is to play a great part in the settling up after the war is over and in the readjustment of world affairs in the days and years that will follow.

NOT LESS GIFT-GIVING, BUT MORE SINCERITY.

And yet this year is not the same and nothing can make it so? The move-

see, a decided trend in an unusual direction. The poor and needy, the out-of-work neighbor, the down-hearted, the mothers and wives and children of those who have gone to fight the Empire's battles, our battles, will all be remembered and there will be a slackening off of the exchange of many gifts between the prosperous themselves. In other words there will be a sincerity about this Christmas that is not always present in very noticeable quantities. The motives of much of the gift-buying and gift-giving will be altered. Instead of giving because they expect to receive many people are going to give this year because they hope to gladden some heart or to make easier the life of some individual or family.

THE DUTY OF THE NEWSPAPER.

These sane, logical reasons for keeping the Christmas spirit alive this year and even making it more widespread than usual, should be emphasized by every newspaper in the Dominion. Good strong editorials along this and other lines that will suggest themselves to the thoughtful editor should appear in every issue between now and Christmas (in the case of a weekly) or twice-a-week at least in the case of a daily paper. Good work can be done by the intelligent use of small space on the front page. This should be in panel form and could very well bear the heading: "Why You Should Celebrate Christmas" or "What Christmas Means This Year." If that plan be followed it would be well to run the panel in the same position and size in each issue and number each article so as to preserve the continuity and reap the benefit therefrom. The trouble is that the public have been doing very little thinking about Christmas and the newspapers have been neglecting their duty and their opportunity just a little by not giving more than usual attention to it. Isn't that true? The war has permeated every column of the paper to the exclusion of an event that has been an annual fixture for a couple of thousand years past and will continue to come and go as long as the world stands. It is strictly up to the newspapers of Canada to direct public opinion to the reasons for the celebration of Christmas this year—the all-important reasons why it should receive more attention than ever before.



When They Wake on Christmas Morn

will there be any gifts awaiting them to make them glad they live in Canada?

Give the full measure of Christmas cheer to the children just as usual. Here are some suggestions that will help you in selecting gifts for your young friends:

| | |
|---|--------|
| Red Rocking Chairs | 25c |
| Rocking Horses (Shoo Fly) | 70c |
| Tin Tea Sets | 19c |
| Trains, Round Track, Engine and Two Cars | 75c |
| Pop Guns (Stoppers) | 25c |
| Dressed Dolls | 25c |
| Soldier Snits | 35c |
| Moving Picture Machine | \$1.25 |
| Slate Desk Blackboards | \$1.75 |
| Slate Blackboard (Easel) | 80c |
| The German Menace (mechanical toy) | 40c |
| Metal Soldiers of all countries now at war, per dozen | 15c |
| Toy Tool Sets | \$1.25 |
| Doll Set, consisting of 1 rolling pin, 1 bowl, 1 potato masher, 1 pastry board, 1 deep pudding dish | 35c |
| Useful Child's Desk, in fumed oak or white enamel finish | \$2.25 |

MARSH & SON

The "Original" Store . . . Windsor, Ont.

Here is a toy ad, suggestion with plenty of human interest. Note the war time items.

ment to give useful, helpful gifts instead of flippant, meaningless nothings will receive the greatest impetus this year it has ever received. Likewise, this year will see, or at any rate should



19 More Shopping Days

A Helpful Christmas Directory

PLEASE CARRY
SMALL PARCELS

By Christmas eve you will be counting over the results of your holiday shopping, either with satisfaction for money well spent or regret for opportunities lost. The moral is: Do your shopping now while there is endless variety, and comparative leisure. The prices—well, just read this ad. for samples.

Christmas Silk Hosiery

| | | |
|------------------------------|---|---------|
| Mink sets, reg. \$60, | - | \$39.00 |
| Persian lamb ties, \$25, for | | \$17.80 |
| Hudson seal muff, \$30. for | | \$22.50 |

In the Christmas Bazaar

Novelties in Neckwear

Collars in new military effects in organdie and lace - 75c to \$1.50

Here we have gathered into one section thousands of articles that are amongst the most popular Christmas gifts and for your convenience here are some special values:

Brush and comb set, in leather case, red or green, reg. 85c. Special..... 59c.

| | |
|--|----------------------------|
| Growling bears—sound produced by pressing back | \$1.45, \$2.25, \$2.50 |
| Steel shod sleds | 35c, 50c, 65c, 75c, \$1 |
| Doll carriages, ... | 80c, 90c, \$1, \$1.25, \$2 |

Christmas Lines for Men and Boys

Henry Norman & Co.

The Store of Service and, till Christmas Eve, Headquarters for Santa Claus

Gift Suggestions]

The dry goods business is one of many departments, each with a multitude of individual items. These vary greatly in different stores. This advertisement has been prepared, therefore, with a view to making provision for each of the principal departments and blank space has been left for some of the lists of items. The "Gift Suggestions" idea in the lower corners is an excellent sales producer. The Christmas Bazaar has become a popular fixture with progressive stores.

So much for the attitude of a large proportion of the general public and how to cope with it—now for some suggestions as to how to get the hearty co-operation and support of the local retailers in the form of special Christmas advertising.

A CHRISTMAS SHOPPING EDITION.

Get out a Christmas number of your paper. The heading suggests a "Christ-

say late in the first week of December or early in the week of December 7. This issue would not necessarily replace the customary Christmas number, usually issued Christmas week. It would have a distinct advantage over such a number from a business standpoint, but instead of replacing it would probably make a regular Christmas edition more effective and profitable

year. The popularity and success which have generally accompanied Dollar Day Sales and Shop-at-Home days or weeks, suggests the feasibility of a Christmas Shopping Week, when all the residents of the territory for miles around could be induced to come into town to make their Christmas purchases, instead of neglecting them altogether or sending their orders to the mail order houses. But whether or not the plan is broadened and a Christmas Shopping Week is conducted there can be no doubt that a Christmas Shopping Edition of your paper can be made a magnificent success both from the point of view of advertising patronage and that of bringing results to the merchants using space in it. The "Shop Early" argument, when properly presented, invariably finds favor with the public and this should be the chief feature of the editorial section of the Shopping Edition. Shopping early means better selection, better service, avoiding the desperate last-minute rush, and the comfortable feeling that comes with an important task faithfully performed. It also means more comfort for the salespeople, those whose duty it is to be always pleasant and helpful no matter how tired they become. These and other considerations should be emphasized in leading articles and editorials. They should also be mentioned directly or suggested in some way in the advertising of the merchants.

GETTING THE PLAN UNDER WAY.

Having decided to get out a Christmas Shopping Edition, first of all approach those whom you know to be enterprising and progressive and whom you already know are going after business this year harder than ever. Get them to contract specially for extra space or if all extra advertising is provided for on their regular contract get them to tell you as nearly as possible how much extra space they will use and bring all your influence to bear to make that extra space as great as you honestly feel it should be. When you have done this put the proposition up to the less progressive ones, some perhaps who do not use space regularly and need considerable persuasion to get into the paper even on such a profitable occasion as the Christmas season. With this class especially it is extremely valuable to be able to present to them some ready-made copy that they can use with slight alteration. With this end in view there are presented as part of this article a number of suggestions that should be readily saleable. Remember that it is always easier to sell ideas than merely "white space." That is the secret of success

Choicest Christmas Goods From Many Lands

BECAUSE the British Fleet has solidly maintained the supremacy of the seas we are in a position to supply you as usual with our customary high-quality fresh food dainties from all over the world to grace the Christmas tables. Don't hesitate to Shop Early this year, for some of the usual autumn shipments did not arrive. Let us suggest a few of the leaders:

SULTANA RAISINS AND FIGS—The entering of Turkey into the war has disarranged shipments, but we secured our supplies prior to hostilities there. The raisins are fine and juicy, per lb. .c.; the figs are an exceedingly choice lot, per lb., .c.

CURRENTS FROM GREECE—Greece is the source of the world's supply, and although shipments were held up for a time, ours have arrived as before. Finest quality, per lb. .c.

ALMONDS, WALNUTS AND FILBERTS—For the Christmas baking every housewife wants sound, fresh nuts. Stale nuts are dear at any price but you can depend absolutely on the quality of our goods.

PEELS—Lemon, Citrus and Orange, all good enough to stand your closest inspection. You will want them for your Christmas cake, and we would urge you to let us have your order as soon as possible.



For the Christmas Tree which so delights the youngsters we have many suggestions to offer. There is fresh candy of various kinds, chocolates in the daintiest of boxes at all prices, crackers, etc.

SEEDED AND VALENCIA RAISINS—We stock only brands of recognized merit and can confidently recommend them to you. Our finest Seeded sells at .c per carton, and Valentias at .c per lb.

MINCEMEAT—Tastily spiced and made in the most sanitary way by a reliable firm. Just the thing for the Christmas pie, per jar .c.

PLUM PUDDINGS—If you do not care to go to the trouble of making your own plum pudding we have a splendid selection in various sizes, made from choice fruits and baking materials. Per lb .c.

CIGARS—If your husband smokes, what better or more appreciative gift could you present him with than a box of cigars? A gift cigar must be a good one and from our large assortment you have a varied choice of some of the finest brands on the market. Ranging in price from \$.... per box to \$....

THE EARLIER YOU COME
THE BETTER THE SERVICE

JOHN SMITH & SON, 95 HARVEY ST.
PHONE 101

Grocers are always good advertisers at the Christmas season. This ad. suggestion will be welcomed because it is written in a crisp, informative style that will sell goods. Every item is a Christmas dinner necessity.

mas Shopping Edition," by which is meant a special number in which advertising will be given its rightful prominence as news of merchandise, with a particular application to Christmas. This number should be published two or three weeks before Christmas,

than if it had the field to itself; for the prime advantage of publishing a "Christmas Shopping Edition" would be to encourage the "shop early" principle and get the whole Christmas movement off to a good start—something which is decidedly needed this

of the advertising agencies and of the most progressive dailies, weeklies and trade papers. Why not apply it in a small way to your paper and especially to this special Christmas Shopping Edition. The suggestions herewith are all practical—in fact every one of them was prepared by a specialist in that particular line of business. In addition to these many other suggestions should readily present themselves to the advertising man or publisher as a result of a knowledge of local conditions. But do not forget that these particular ads. are intended to be taken right out and used over the names of local retailers.

QUICK ACTION IS NECESSARY.

The time between now and Christmas is very short and the publisher who makes a success of this suggestion a Christmas Shopping Edition will be the one who acts promptly and enthusiastically. Do not conclude that the task is too big to undertake—it is not—the way will open up as you get the scheme under way and if you approach them in the right way you should get plenty of co-operation and support from retailers. The surest way to kill Christmas this year and to cause a decrease in the usual Christmas advertising is to *expect* those things to happen. Point this out to

your merchants and emphasize the need of co-operating with you in moulding public opinion along right lines and crystalizing it into definite purchases of goods. Show them why they must go after business this year harder than ever.

PRINTER AND PUBLISHER will be glad to hear from publishers who decide to get out a Christmas Shopping Edition and will gladly give advice promptly by letter on receipt of request. Write fully the prospects as they appear to you and give a general idea of local conditions. The service is free to subscribers.

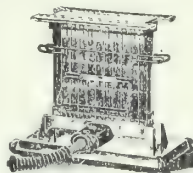
Practical Christmas Gifts

at Babb's Hardware

THERE is an inclination and tendency this year to give practical articles as Christmas Gifts. Goods of a flimsy—yet expensive—character will not be given as in the past. There are probably no other stores carrying more complete and practical Christmas gift suggestions than the modern hardware stores. We have a wide selection to choose from at prices ranging from 25 cents and upwards. Below are a few suggestions.



No. 1—The casserole is a practical yet beautiful gift that will be appreciated by the recipient. We have round or oval shapes at prices ranging from \$3.00 to \$5.00.



No. 2—Crisp, tasty toast can be made in a few minutes with one of our guaranteed toasters. Each toaster is equipped with a rack which keeps the toast warm. Price \$5.00.



No. 3. — A quick stew can be made with a chafing dish. We have the latest designs and finishes — and all reasonably priced. \$4.00 to \$8.00 each.



No. 4—Coffee percolators—the modern coffee-making machines—an ornament for any table and yet unexcelled in efficiency for making coffee. Prices \$5.00 to \$6.00.



No. 5—A good carving set is an acceptable gift—that is if the steel is good and will keep a good edge. We have a wide range to show you. Comes in pairs, 75c to \$2.00 pr. Comes in cases, \$2.50 to \$7.00 pr.



No. 6—A lunch kit equipped with a vacuum bottle makes a splendid gift for the worker who is unable to get home for lunch. Call and see them. Kits from \$3.50 up.



No. 7—An alarm clock makes a good Xmas gift—that is if the clock is one that can be depended upon to do the work for which it is intended. We guarantee every clock we sell to be a perfect time-keeper. Prices \$1.50 to \$3.00.



No. 8—Cut glass is always appropriate. A piece of richly-cut, sparkling cut glass makes an ideal Xmas gift. See our selection. Prices \$1.00 to \$15.00.



No. 9—A Bread-Mixer that mixes thoroughly in three minutes. Would it not make a splendid gift for one of your friends? Made in two sizes. Prices \$2.50 to \$3.00 each.

BABB'S HARDWARE, 120 MAIN STREET PHONE 100

The giving of more practical gifts this year will mean increased business for hardware dealers. Descriptive matter and illustrations, specially directed as in this suggestion, cannot fail to produce sales. See pages 14 and 15 of this issue for way to secure the illustrations shown.

copy will be sent out in the form of plates or mats, so no composition will be necessary.

TO GET CO-OPERATION OF RETAILERS.

Another matter for congratulation is the announcement that in connection with the campaign the support of the retail merchants throughout the Dominion will be invited and every effort made in this way to back up the magnificent campaign in the newspapers. This is in striking contrast to the utter lack of consideration for the retailer in planning and conducting both the Dominion Government's Apple Campaign and the Canadian Manufacturers' Association Made-in-Canada campaign. The value of the co-operation of the retailers in all lines of trade will be very great. It will mean that in conjunction with the announcements in the newspapers directing the attention of the public to Made-in-Canada goods there will be in every city and town in Canada store and window displays exclusively devoted to goods made within the confines of the Dominion. The work of arranging for this splendid display will be divided between the co-operating manufacturers on the one hand and the Canadian Press Association and the newspapers of Canada on the other. As a means of further ensuring the hearty support of the retail trade it is probable advertisements will be placed in trade publications covering the various fields.

CO-OPERATION PROMISED BY NEWSPAPERS.

The extent to which the newspapers of Canada are prepared to co-operate with the Canadian Home Market Association in securing store and window displays of Canadian-made goods during the demonstration was indicated by the receipt of scores of enthusiastic telegrams received by the Manager of Canadian Press Association immediately the plan was announced. Space will not permit the publication of these telegrams in full in connection with this article but the spirit pervading all of them is indicated by the following references to a few of them. Nine Montreal newspapers pledged themselves jointly to secure the fullest possible co-operation from local retail merchants. The *Free Press* and *Telegram* of Winnipeg advised that they had been promised the support of the Retail Merchants' Association of their city. Winnipeg *Tribune* also sent a hearty message promising support. The four Vancouver newspapers promised jointly that they would make the demonstration a record-breaker in their city, offering prizes for best-dressed windows, furnishing streamers for merchants, etc. Calgary newspapers promised to secure co-operation from a number of influential local organizations and said they would also arrange prizes for stores and window-trimmers. Edmonton papers will offer a half page advertisement free to the store putting on the best window display. Charlottetown papers promised to secure all possible co-operation from local retailers and also to feature patriotic news matter during the display. Similar enthusiasm was shown in wires received from the newspapers located in Moose Jaw, Regina, London, Hamilton, Ottawa, Sherbrooke, St. John and Halifax. Undoubtedly similar co-operation will be forthcoming from the newspapers located in smaller cities and in the towns and villages throughout the Dominion. So far as the newspapers are concerned it is already evident that they will do all in their power to make the Made-in-Canada demonstration a magnificent success.

SUPPLEMENTARY CAMPAIGNS.

The Canadian Home Market Association campaign to popularize Made-in-Canada goods will provide an excellent background for supplementary campaigns, both on the part of manufacturers and retailers. This should mean the development of many new national accounts and the advertising agencies will no doubt be fully alive to the

possibilities of such campaigns and lay the matter before every should-be national advertiser. The general campaign may be likened unto a powerful searchlight, in the white light of which the advertising of individual advertisers will stand out with irresistible prominence. Whether such a campaign be arranged to run concurrently with the Made-in-Canada demonstration only or whether it be extended for a considerable period, there can be no doubt that a more propitious opportunity for launching and conducting a national campaign has never been and perhaps will never again be offered Canadian manufacturers. Persistent and intelligent effort on the part of local newspapers in the direction of developing interest and securing the hearty co-operation of local retail merchants will be rewarded by additional special advertising from this source, drawing attention to the window and store displays and the Made-in-Canada lines specialized in.

ANOTHER TRIBUTE TO CANADIAN PRESS ASSOCIATION.

The decision of the Canadian Home Market Association to conduct a Dominion-wide demonstration of Made-in-Canada goods, involving the unique newspaper advertising campaign already outlined, is another tribute to the usefulness and initiative of Canadian Press Association. The decision was reached after many conferences between the Manager of the C. P. A. and the Secretary of the Canadian Home Market Association, extending over the past two or three months. It is significant that the decision to act upon the suggestion of the C.P.A. Manager was reached after a careful consideration of other forms of advertising, some of which were in the form of definite proposals. It should be explained, however, that the idea of a Made-in-Canada directory was inspired by the suggestion from another source that such a directory be published in booklet form. The Manager of the C.P.A. was successful in having the plan diverted to the newspapers.

This is another instance where the work accomplished by Canadian Press Association overflows the bounds of its membership, for not only will the newspapers represented in its membership be benefited by this campaign but also every other newspaper in the Dominion that is now outside the Association. Already a number of new applications have come in and it is hoped that many more will follow. The energetic and successful efforts of the C. P. A. on behalf of the press of Canada generally are such as merit tangible support from every newspaper publisher in the Dominion.



May Be Increased Expenditure on New Plan

SINCE the foregoing article relative to the Made-in-Canada demonstration was in type information has come to hand that it is probable the directory idea will be dispensed with and some other form of copy, probably with the campaign extending over a longer period than three weeks, will be substituted therefor. This change will likely be decided upon as a result of numerous suggestions received from manufacturers whose co-operation was requested by the Canadian Home Market Association. As far as can be learned at the time of going to press any change that will be made will be merely in connection with the nature of the copy and the distribution of the advertising space over a longer period. The general plan of securing the co-operation of local retailers for a Dominion-wide demonstration will be adhered to, as will also the decision to spend at least \$85,000 in newspaper advertising as at first announced. Indeed it is probable that this amount will be increased to \$100,000, judging from the assurance of hearty co-operation that is being evidenced on all sides.

Securing More Foreign Advertising for Weekly Newspapers

By W. R. Davies

Publisher the *Herald*, Thamesville, Ont

IN MY judgment, the first thing that the weekly newspapers will have to do before they can hope to secure their fair share of foreign advertising is to discontinue the common practice of acting as general sales agents for daily newspapers, farmers' magazines, national weeklies, etc.

The clubbing system is nothing but a gigantic farce, and the sooner the weekly newspapers of Canada wake up to this fact, the sooner will they get what they are entitled to in the way of foreign advertising.

At the present time the small country weeklies of Ontario almost vie with one another during the clubbing season to see how many subscriptions they can get for the large daily and weekly papers, many of the small publishers imagining that the five cents they make on a subscription is something that has a sound like real profit. As a matter of fact, every subscription that a country weekly sends in to these large papers is just one more nail in the coffin of foreign advertising so far as they are concerned. The *Herald* has refused to club with any paper for four years and we shall steadily refuse to do so. We are willing to let our paper stand on its own merits and send it only to strictly paid in advance subscribers.

ADVERTIZING AGENTS PREFER BIG PAPERS.

There are many things which the small country publisher has got to consider in this connection. For instance, there is the advertising agents' side of the story. It is but natural that when placing a big appropriation for an advertiser, that they should wish to confine it to as few accounts as possible. It means less work and worry for them. They are in their business to make a living the same as we are, so one cannot blame them for trying to keep down the office expenses of every contract they secure. Now, then, we'll suppose that a national advertiser wants to include in his campaign East Kent, *i.e.*, the territory served by the Dresden, Ridgetown, Bothwell, Highgate, Blenheim and Thamesville papers.

It is quite possible that in this territory a big Montreal weekly has a thousand subscribers. Would it not then sound quite plausible to the advertiser if the agent said to him: "This paper is read in a thousand of the best homes of East Kent. I think that will cover that territory pretty well." Whereas, as a matter of fact, the combined local circulation of the papers mentioned would be easily five or six thousand. And I don't think I would be far amiss if I hazarded the guess that the advertiser could place his ad. in these local papers for very little more than the proportion of his advertising space charged to this section, costs him in the one big weekly.

So long as the big dailies and weeklies can get fairly good circulation all over, the chances of the local weeklies getting their due from the national advertiser is very meagre. And so long as we small weekly publishers allow ourselves to be hoodwinked with war map, fountain pen, scissors, and other wonderful subscription getters, just so long will these big papers continue to get subscribers at our expense, and with these subscribers that we, through our free advertising have got for them, they will continue to take our share of national advertising. It would be amusing, were it not really tragic, too see weekly publishers giving away large display spaces to boost some other fellow's paper.

We publishers of home weeklies have the greatest advertising mediums in the world, and this is one of the things which the present campaign, if successful, will drive home. Our papers go right into the homes, and are eagerly read by every member of the family, and yet we persist in killing

the goose that lays the golden egg by acting as subscription agencies for the other fellow.

This matter was brought home to me very forcibly in the month of August. One morning I found a memo on my desk saying that Mr. So-and-So of such-and-such a paper, had been in to see me three times within an hour on important business. "Please call him at the hotel as soon as I came in." I was very busy, but the message sounded so big that I called up Mr. So-and-So, and told him I would be in for ten minutes.

When he arrived he told me that he had three canvassers in our town and surrounding country that week, (it was a Monday morning) and he wanted me to give him all the important news I could for Tuesday's paper. For colossal nerve I think that took the gingerbread and I told him so in no uncertain language. He was quite surprised, and said that as a usual thing the weekly publishers did everything they could for him. I told him I had a habit of doing things other people did not do, and not doing things other people did, but that if he thought I was going to cut my own throat to help him he had another guess coming. What would the situation be? I would furnish him with whatever news I happened to have on file. He would telephone or wire it to his paper. The next day the farmers on the rural routes would get his paper and likewise the Thamesville news several days ahead of our weekly. His canvassers would go over the rural routes that day with a song something like this: "Now, look here Mr. Farmer. You need to be up-to-date and take a daily. You not only get all the news of the day, but you get just as much local news as you get in your home paper. Now look what we have in the way of local news this morning, etc., etc."

During the week this agent, who was really a very decent fellow, told me of one incident in a neighboring county where their paper had every householder in a certain given territory (which meant over 200 subscribers) and the local paper only had about 50. And yet the local editor had been a "good fellow," and helped him get the news that secured the 200 subscribers.

Competition is mighty keen these days, and if the small country weeklies are going to hold their own, they will not only have to try to head off the cut-throat city job-printing office canvasser, but they will also have to let the big papers get subscriptions at their own expense, and the publishers will have to pay more attention to the business in which they have their money invested.



Normal Prices for Metals Maintained

THE METAL market has been practically normal for the past two months. In the early days of the war it was feared that as a result of the danger to shipping and the embargo placed upon metals by the British Government prices would necessarily advance considerably. For a time the situation appeared to be most serious. The ability of the British fleet to maintain the ordinary ocean traffic between Canada and Great Britain and the removal of the embargo have, however, resulted in the restoring and maintaining of normal conditions. In fact, the price of tin is now lower than it has been for several years. No important advances are looked for until after the first of the year, at the earliest. The following are the quotations f.o.b. Toronto, on November 25:

| | |
|-------------------|----------------|
| Linotype | 7 1/2 to 8 1/2 |
| Stereotype | 7 1/2 to 8 1/2 |
| Combination | 7 1/2 to 8 1/2 |
| Monotype | 10 to 12 |
| Typecaster | 15 to 18 |
| Electrotype | 6 1/2 to 7 1/2 |
| Monoline | 7 1/2 to 8 1/2 |
| Typograph | 7 1/2 to 8 1/2 |

HAPPENINGS OF THE MONTH

Among the Job Offices

The Royal Print and Litho, Halifax, have just completed an order for 25,000 catalogues for a Maritime mail order house.

J. E. Tardiff, 67 years old, died at his home in Montreal, after a brief illness. He has been a member of the I. T. U. for 55 years.

Fire did \$200 damage to the plant and premises of A. C. Woods, job printer, 157 Sherbrooke street, Winnipeg, in the early morning of November 18.

Dan Gillis, a former resident of Summerside, P.E.I., has returned to his old home town and opened a small job office. Mr. Gillis has lately been on the staff of Moncton *L'Evangeline*.

J. C. H. Storer, Lieutenant in the 15th Canadian Army Service Corps, and a partner in the firm of Storer & Stephenson, engravers, etc., 7 Bleury street, Montreal, is with the first contingent.

Business in Winnipeg is gradually picking up, and although it has not returned to normal by any manner of means, still any increase at the present time is very encouraging, and we look forward to an increase every week from now on.

The Nova Scotia Provincial Government Annual Reports will soon be given out to the various printers, and it will help to make trade a little brisker. The printing trade is fair in Nova Scotia and is still holding its own in comparison with other provinces.

Frank L. Grice, traveling representative of the Reid Press, Limited, Hamilton, was married on October 21 to Miss Ida May Davis, daughter of John R. Davis, H. M. Customs, Port Dover. The marriage was solemnized at St. Paul's Church, Port Dover, by the Rector, Rev. J. H. Johnson, M.A.

W. Edward Dawson, who was until recently general advertising and publicity agent to the Allan Line in Montreal, has now actively joined his brother, Raymond M. Dawson, in the already established business of Dawson Brothers, commercial stationers and printers, 33 Notre Dame street west, Montreal.

The Simcoe Lithographing Company has installed machinery for, and is now busy manufacturing, inlaid embossed cards, until recently supplied to the Canadian trade entirely by Germany. Already the firm is taxed to the limit to put out cards which have been ordered, so great is the demand.

Classes have been formed at the Kelvin Technical High School for apprentices working in the different printing offices in Winnipeg. These classes take two half-days per week of each apprentice's time, and have proved quite a success up to the present. About 50 apprentices are taking advantage of the classes each week.

The job offices of the Midland Counties Press Association, which covers the counties of Ontario, Peterborough, Durham and Northumberland, are busily engaged at present in revising and adding to the price list for job printing issued by the Association some months ago. This will make the list still more valuable to the members.

Orders for office stationery, in Montreal, are smaller than usual, and collections are poor. Demand is below a year ago, and much below what it was in the spring, but it is believed to be due to caution only. Concerns who formerly ordered 100,000 forms are now only taking 20,000, and those who once took 10,000 now take only 2,000, even though they have to pay a little more.

A five-day law has been adopted at an emergency meeting of the Calgary Typographical Union. The effect of this law is that a printer who works six days ordinarily can work but five, and the sixth day is given out to some member of the fraternity who is not possessed of a regular situation. There are about 165 printers on the rolls of the union, of whom 115 are regularly employed. Andy Davidson was named as five-day commissioner.

The Winnipeg Paper Company's warehouse at 348 Princess street, caught fire on Oct. 22, and was practically destroyed. The directors of the company got together and rented a new warehouse and were collecting paper again by 3 o'clock in the afternoon of the same day, so that no delay was felt by any of the customers of the Winnipeg Paper Company in getting their waste

paper away the same as usual. The loss was covered by insurance.

A committee has been appointed from among the printers of Winnipeg by the Retail Merchants Association to call on the merchants of Winnipeg who are buying printing outside of the city, and at two meetings already held with the Retail Merchants Association, great enthusiasm has been shown on this point. The campaign for keeping printing in Winnipeg is still being pushed vigorously by the printers of Winnipeg, and concrete results can be seen, as orders which formerly were placed in the States or Eastern Canada, and in some cases in the Old Country, have been left in Winnipeg.

One effect of the war already seen in Canada is that the made-in-Germany postcards, fancy cards, calendars, booklets, lithographs, labels, etc., have been shut out. The result is that local printers and publishers in these lines are feeling the outcome of increased business, and many orders from stationers and others have been doubled. The Methodist Book & Publishing House, Toronto, which does a large amount of work of this class, is busy and has 400 hands employed. The new \$1,000,000 publishing house of the concern, which will be the finest establishment of its kind in Canada, is nearing completion. It is five stories high and occupies a commanding site at the corner of Queen street west and John street.



With the Newspapers

GENERAL.

E. L. W. Brown, correspondent of the London (England) *Chronicle*, was in Montreal, recently. Mr. Brown has travelled in practically all parts of the world in the interests of his paper, and was until recently in the war zone in Europe.

Miss M. Pennell, of the business placing department of J. J. Gibbons, Limited, Toronto, made a trip through Western Canada recently, calling on practically every daily newspaper in the Dominion between Toronto and the Pacific Coast.

The Fourth Estate suggests that a "war tax" of one cent per copy be added to the price of daily papers, bringing the price up to two cents, the reason being the extremely high cost of publishing the grist of war news and the loss in revenue due to decreased advertising.

The Canadian Division of the Institute of Journalists, of which Harry Bragg, of Montreal, was chairman, has been formally wound up, with a view to clearing the way for a reorganization scheme. Meanwhile the status of Canadian members is unaltered they being temporarily transferred to the headquarters administration in London, England.

G. A. Le Roy, advertising manager of the Western Clock Company, of La Salle, Ill., has died of wounds received in battle, while fighting in the French army. Mr. Le Roy, who was a native of France, was in Rouen visiting his mother, when the war broke out, and on August 2 he joined the 155th Regiment as a private. He was the originator of the "Big Ben" alarm clock advertising campaign.

H. K. McCann Co., Inc., whose head office is at 11 Broadway, New York, have opened a Canadian office in the Dominion Bank Building, Toronto, in charge of Raymond Atwood, who has been associated with the company for some time. H. K. McCann Co., Inc., place the advertising of the Imperial Oil Co., Limited, Sarnia. They are recognized by the American Newspaper Publishers' Association.

While returning home from a trip to New York, F. W. R. Hinman, business manager of the Jacksonville (Fla.) Times-Union and president of the Southern Newspaper Publishers' Association, was shot and killed Thursday by George B. Perkins, a demented fellow passenger on board the steamship Mohawk. Mr. Hinman was born in London, Canada, in 1861. He went to Jacksonville about 28 years ago.

The Postmaster at Toronto has sent to Ottawa considerable quantities of postal matter that is either obviously or suspected to be pro-German and anti-British in its tenor. One issue of the *Saturday Evening Post* was sent to Ottawa for their decision. There is already a great deal of matter being circulated in the mails, notably small tracts and pamphlets, that will undoubtedly come under the ban.

W. E. Playfair, now employed on the staff of the *Montreal Star*, has been appointed to represent the Canadian Press at the front as soon as arrangements can be made with the war office for same. Mr. Playfair has travelled extensively. He is well known to Montreal newspapermen, having been connected with several papers in that city; he has had experience with Pacific Coast dailies, and until recently was publishing a paper at Fort George B.C.

Orders were issued November 3 by the authorities at Ottawa, to the military authorities at Winnipeg, Regina, Calgary and Edmonton, to notify the newspapers in their respective districts that the further publication of articles of a seditious nature, or calculated to incite in the readers anti-British sentiment of a dangerous character would be followed immediately by suppression of the newspaper. It is said the reason for the order is the persistent anti-British campaign carried on in some German Western Canadian newspapers.

At a cabinet meeting held November 18, Hon. L. P. Pelletier, former Postmaster-General, was appointed Judge of the Superior Court at Quebec, in place of Mr. Justice DeLorimer, resigned. Judge Pelletier is now recovering his health at Atlantic City. Earlier in the month he was reported to have gone to Mount Clemens, Michigan, for the purpose of undergoing a prolonged treatment in the hope of being restored to health. He was then said to be suffering from gout and nervous breakdown and it was generally understood his condition was extremely grave. Apparently his recovery has been more rapid than anticipated.

An order-in-council has been passed making it a criminal offence to circulate or possess seditious anti-British and pro-German papers and it is said it will be rigidly enforced. The matter is to be taken up by the Postmaster-General and special officers appointed to enforce the law. The penalty is \$5,000 fine or two years' imprisonment. On the prohibited list so far are the following: *New York Staats Zeitung*, *Truth About Germany*, *The Vital Issue* and *Der Vaterland*. No action has as yet been taken to prohibit *The Literary Digest*, *Review of Reviews* or *Saturday Evening Post*, about which there have been much press discussion pro and con, from circulating in Canada. All of these latter publications have been inspected and passed favorably upon by the authorities, the explanation given being that while they publish reviews of the war situation from both the British and German points of view, they have as yet shown no persistent partiality.

NEWFOUNDLAND.

The Bell Island *Miner* has started up again, this time under the management of William J. English. Mr. English has had considerable experience in newspaper work.

A. L. Barrett, manager of the *Western Star* of Curling, spent a few days the middle of November stalking caribou in the vicinity of Goose River. He secured three very pretty heads.

W. F. Coaker, editor in chief of the St. John's *Fisherman's Advocate* and *Mail*, resigned his seat in Parliament for the district of Bonavista, to contest the seat in Twillingate district made vacant through the resignation of Sir Robert Bond. Mr. Coaker has been returned unopposed.

MARITIME PROVINCES.

Halifax *Chronicle* has put in two new linotypes, Model 5

Windsor *Tribune* has moved into its new building at the corner of King and Water streets.

Halifax *Herald* and *Mail* have increased their advertising rates, based on increasing circulation.

Halifax *Herald* and *Evening Mail* will celebrate the fortieth Anniversary of their existence on February 14 next.

E. C. Cole, president of the Times Printing Co., Moncton, is stricken with paralysis, and has been unable to speak or move for several weeks.

J. T. Hawke, editor and managing director of Moncton *Transcript*, was in St. John recently, and delivered an instructive address upon "England, and Her Rightful War."

J. Edgar March, city editor of St. John *Standard*, has gone to Halifax to complete a course in training for commissioned officer in the 26th Infantry Battalion for overseas service.

The staffs of St. John *Telegraph* and *Times* presented to Ralph H. Watts, advertising manager, a handsome set of cut glass, with mahogany tray as a token of good will upon his marriage. He was married recently to Miss Gertrude Harvey of St. John.

Both the Moncton newspapers are represented on the branch of the Canadian Patriotic League Executive. J. T. Hawke, of the *Transcript*, is treasurer, and J. C. Keating of the *Times*, a member of the Executive.

Ralph H. Watts, advertising manager of the St. John *Telegraph* and *Times*, delivered an able and practical address before the Rotary Club of St. John on "The History of Advertising, and Its Importance in Trade." He dwelt particularly upon the benefits of newspaper advertising.

Halifax *Evening Mail* announces an increase of its subscription rate to country subscribers to \$2.50 prepaid. The *Mail* is sold for 2c. in Halifax and provincial towns but has heretofore been sent to rural districts at the nominal rate of \$2.00.

Whatever the war and hard times generally may be doing to the newspapers in other parts of Canada, the Halifax newspapers not only show no signs of business falling off, but as a matter of fact are carrying more advertising than ever, and the prospects for 1915 business are excellent.

Rupert E. Walker, until recently editor of St. John *Standard*, died very suddenly at St. John, November 3. The late Mr. Walker was successively employed on the *Globe*, the *Telegraph* and *Gazette*, and also with the *Standard* as city editor and editor. He was Ottawa correspondent for his paper for several sessions.

QUEBEC.

Acting Mayor Vandelac of Montreal entertained the City Hall reporters to a dinner on the evening of Saturday, November 7.

Harry Bragg has taken over the editorship of the *South Shore Press*, St. Lambert, Que. Harold Bragg is advertising manager.

The mechanical department of Stanstead *Journal* is being moved to the Brown Block, a short distance south of the Post Office.

Leon Lorrain, well known in journalistic circles, has been chosen to succeed Arthur Lemont, as secretary of the Chambre de Commerce, Montreal.

John Sandham, who for a number of years was connected with the *Montreal Witness*, died at his home in Westmount, on Wednesday, Nov. 4.

W. U. Cotton has retired from the active management of *Cotton's Weekly*, published at Cowansville. A. W. Mance from Toronto succeeds him.

Wilfrid Still, who has for many years been a contributor to the financial pages of the *Montreal Witness*, and *Herald*, has gone to Florida to engage in fruit farming.

The death is announced of William Somerville, of Hatley, Que., father of Harry A. Somerville, of *Montreal Herald*, and formerly connected with the *Witness*.

Lionel Dansereau, editor of the French edition of *Hansard*, at Ottawa, and a son of Arthur Dansereau, director of *La Presse*, Montreal, is mourning the loss of his wife.

H. S. Winegard, Gordon E. Leighton, and H. L. Davin, all of the staff of *Montreal Mail* and *News*, are with the First Canadian Overseas Expeditionary Force on Salisbury Plains.

Charles C. Nixon, vice-president of the Continental Publishing Co., Toronto, delivered an address on "Farming" before the Montreal Press and Advertising Club, on November 18.

Wm. Chandler, who for several years has been doing a good deal of the press photography for Montreal newspapers, has gone to England to take pictures of the Canadian troops on Salisbury plains.

Hon. Peter S. G. Mackenzie, for the past four years provincial treasurer of Quebec, died at Melbourne on Sunday, November 2. The late Mr. Mackenzie was a director of the Montreal *Herald Co., Limited*.

John J. Currie, a former newspaperman, addressed the Montreal Advertising Club on November 12 on "Experiences of a War Correspondent," being Mr. Currie's actual experiences at the front during the Spanish-American war.

Gaston De Montigny, the author of several works on prose and poetry and connected for many years with the French newspapers of Montreal, among others, *Le Monde*, *Le Canada* and *La Patrie*, died Friday, October 30, aged 44 years.

A set of field glasses was presented to Capt. J. A. Filiatrault, news editor of Montreal *La Presse*, by the Montreal Press and Advertising Club, on the occasion of his departure from the city for training quarters with the second Canadian overseas contingent.

E. H. Bradley, formerly sporting editor of Montreal *Daily Witness*, is at Salisbury Plain with the Canadian troops. On the road from Valcartier to Quebec he was thrown from his horse and kicked. He collapsed from pain while crossing the ocean, but is now doing well.

ONTARIO.

Wallaceburg *News* is now a six column quarto.

E. Zeller has sold Zurich *Herald* to A. F. Hess.

A. H. Steadman has resumed the publication of Hillsburg *Reformer*.

Tom Wrenthe has sold his interest in Marine City *News* to George Guyer.

Wyoming *Enterprise* has been sold by H. M. Kedwell, to Mr. Rice, of Wyoming.

St. Thomas *Journal* is at work on a volume entitled "St. Thomas and Its Men of Affairs."

William Findlay, business manager of the Ottawa *Free Press*, is an officer of the Ottawa Home Guard.

Welland *Telegraph* published a fall fashion number October 30, and carried considerable extra advertising.

Canadian Courier and *Canadian Farm*, Toronto, have removed from 12 Wellington East to 191 Simcoe Street.

Highgate *Monitor* has been purchased by Mr. J. W. Kedwell, formerly publisher of The Alvinston *Free Press*.

W. H. Allen of Carleton Place *Herald*, is being named by his friends as candidate for Mayor of Carleton Place.

Campbellford *Herald* celebrated its forty-first birthday on Monday, November 9, having been established in 1873.

The publication of Harriston *Tribune* is to be resumed. A. Finlayson, formerly of Woodstock, is the new proprietor.

Editor Richard White of the Milton *Reformer*, recently entered upon his 30th year as editor and publisher of that paper.

J. F. Mackay, business manager of the Toronto *Globe*, drills regularly with the St. Andrew's Society Rifle Club, Toronto.

Ottawa *Free Press* has installed an autotype machine in their stereotyping department, to expedite the issuing of their paper.

W. J. Watson, managing director of Oshawa *Vindicator*, was a caller at the office of PRINTER AND PUBLISHER on November 18.

J. W. Kedwell, formerly owner of Alvinston *Free Press*, has bought Ailsa Craig *Banner* from R. D. Croft and Mackenzie Wright.

There is a movement on foot to publish *Varsity*, the students' paper of Toronto University, daily instead of tri-weekly, as at present.

The firm of McKenzie & Winith, publishers of the Lucknow *Sentinel* has been dissolved. A. D. McKenzie will continue the business.

A meeting of the St. Lawrence River Counties' Press Association was held in the Victoria Building, Brockville, on Monday, November 23.

W. A. Willison of the staff of Toronto *News*, is in Great Britain covering developments there for his paper in letters and occasional cables.

F. W. O'Connor, who has been reporting on Ottawa *Citizen* for some time past, has resigned his position and enlisted with the second contingent.

St. Catharines *Journal* issued a very popular Women's Patriotic Edition on November 14. Returns from sales were given to the Patriotic fund.

J. A. P. Haydon has retired from the management of Eganville *News-Enterprise*, and it is to be succeeded by Mr. McDonald, lately of Pontiac county.

Thamesville *Herald* succeeded in collecting through voluntary subscriptions, \$106.60 and four packing cases of clothing, for the Belgian Relief Fund.

William Waterson, a member of Toronto *Globe* staff for 30 years, but for some time retired, died at 420 Brunswick Avenue, Toronto, November 3.

The firm of C. A. Fleming & Son, publishers of the Owen Sound *Sun*, has been incorporated into a joint stock company, and is known now as the Fleming Publishing Co., Limited.

Wm. F. Bradley, advertising manager of Chatham *News*, has gone to the front with the Canadian forces. His place is being taken by F. C. Mills, who lately resigned from Brantford *Courier*.

Atbol McQuarrie, formerly of the staff of Goderich *Signal*, has purchased Victoria Harbor *Era* and will resume publication, simply changing the name to *New Era*. The paper is a 5 column, 8 page.

Major L. W. Shannon, General Staff Officer on the staff of No. 1 military division, and at one time a member of the Kingston *Standard* staff, has been promoted to the rank of Lieutenant Colonel.

As a result of a circulation contest carried out by a syndicate on behalf of *Le Temps*, Ottawa, three men are under arrest. It is alleged there was crookedness in connection with the award of the first prize.

W. C. Loucks, of Port Burwell, is at present occupying the position of foreman in the Haileyburian office at Haileybury. It is rumored that Mr. Loucks will launch a new paper at Port Burwell, in December.

The carrier boys of Windsor *Record*, to the number of nearly fifty, were entertained at a "Mutt and Jeff" performance at a local theatre, followed by a generous lunch. Circulation Manager Adams acted as host.

Pierre C. Starr, cost expert of Chicago, is installing complete cost and accounting systems in the offices of Berlin *Telegraph*, Berlin *News-Record*, Merchants Printing Co., Berlin, and Waterloo *Chronicle-Telegraph*.

Miss Isabel Armstrong, editor of the Homemakers' Association page in the Regina *Leader*, and former society editor on the London *Advertiser*, addressed the Women's Institutes of Western Ontario, recently, at London.

Hugh S. Eayrs, for the past two years on the staff of Canadian *Courier* and prior to that Assistant Publicity Commissioner of the C.N.R., has joined the editorial staff of the MacLean Publishing Co., Limited, Toronto.

Ottawa *Journal* have been having trouble with the Mayor of the city; who had issued orders that their reporters were not to be allowed in the City Hall. It was necessary to institute injunction proceedings to secure redress.

National Newspaper Window Display Week in London was a big success, nearly 100 grocers, druggists and men's furnisiers taking part in this plan of coupling up the push of their stores with the pull of newspaper advertising.

Douglas Oliver of Chatham *Planet* staff has returned from a two-weeks' hunting trip in Parry Sound district. He brought back a fine deer head which he proposes to have mounted as a souvenir of the trip and proof of his prowess with a rifle.

The partnership existing between C. W. Rutledge and J. W. Tucker, of the Markdale *Standard* has been dissolved. Mr. Rutledge continues the business, and it is understood that Mr. Tucker is looking about for another newspaper proposition.

Wallaceburg *Herald-Record* has been sold to William and Earl Waghorne. A short time ago Harry Colville, of Chatham, sold the paper to R. S. Weir. The plant has now been resold to Messrs. Waghorne, who will take charge immediately.

December 4 is announced as the inaugural publication date for a weekly paper called the West Toronto *Week End*. The Commercial Art Press Limited are the publishers. A. M. Wilson is editor and David Sayers business agent. The subscription price is \$1.

Owing to ill health A. E. Bradwin has relinquished control of Goderich *Signal*. His successor in the editorial chair is W. H. Robertson, who had been formerly connected with the *Signal* for fifteen years. Mr. Robertson is a good newspaperman and will be welcomed back to Huron County.

L. A. Ault, head of the American concern of Ault & Wiborg, printing ink manufacturers, has presented a park property to the township of Cornwall, on condition that it be maintained for the free use of the people. Mr. Ault was born at Mille Roches, in Cornwall township, and spent his early days there.

November seems to have been a popular month for establishing newspapers in East Kent. With the first issue of this month Thamesville *Herald* entered its 29th year; with the same issue Dresden *Times* entered its forty-second year, and with the second issue this month, Ridgeway *Dominion* entered its twenty-second year.

Fort William.—While business volume is a great deal less than previous years due to lack of construction work and railway expansion, colder weather has caused an improvement in staple lines and this is reflected in the printing trade, but a very quiet winter is looked for. Unemployment has not as yet become an acute problem but it is expected that considerable relief work will be necessary this winter.

H. B. Elliott, of the Wingham *Times*, has just completed and moved into a new addition 22 x 40 feet to his office. This gives Mr. Elliott a building 22 x 100 feet, which is divided into composing room, press room, stock room, business office and stationery store. A complete line of staple stationery has been added, as well as magazines and newspapers. The *Times* reports increased business during the past year and the motto has been "Business as usual."

Carl S. Stubig, of the London *Advertiser* staff, was the moving spirit in a minstrel production staged at the Grand on November 20 and 21. Proceeds were for the Victorian Order, and the event was under auspices of the Daughters of the Empire, Lord Elgin Chapter. Other *Tiscr* men taking part were Joe Walters, Carlton Richardson, W. N. Minhinick and Purdon Love. The program was a 16-page publication, book form, entitled "The Reporter," with some original matter by those named and other local contributors.

S. Roy Weaver, M.A., is now news editor of Toronto *Daily News*, succeeding J. B. Hay, who has gone into commercial journalism. W. Logan, formerly of Ottawa *Journal*, has just been appointed city editor. Other new men on the *News* staff are C. M. Passmore, formerly of Montreal *Gazette*; D. M. Christian and J. B. Kerr, formerly of Toronto *Globe*; G. W. S. Shipman, formerly

resident correspondent in Montreal for *The Financial Post*; W. Trill; D. N. J. Ware and W. R. Capel, artist, formerly with the British and Colonial Press, Toronto.

The *Daily Courier*, which entered the Toronto field as an illustrated feature paper a short time ago, was discontinued on November 19. The following day the first issue of the *Week-End Courier* made its appearance. It consists of 28 pages of illustrations and reading matter, gotten up along similar lines to the daily edition. The same picture service used by the daily will be continued by the week-end and in addition local features will be added. Friday is the day of publication and the price is five cents. A short time prior to the discontinuance of the daily edition the publishers reduced the price from two cents to one cent.

Leaving out of account numerous Western Ontario newspapermen who are members of the first Canadian expeditionary force, there are many more who have volunteered for service with the next contingent, or are on some duty now. Charles S. Baxter and Kenneth D. McKay, city editor and advertising solicitor of the *Windsor Record*, are qualifying for rank of lieutenant at the provisional infantry school at London, and hope to gain positions on the Eighteenth Battalion for overseas service. Lloyd Logan, of the *Warton Canadian Echo*, is on the guard over Tobermory wireless station. Jack T. Gillies, of Ayr, and Fred. W. Jay, Strathroy, are attending the infantry school. Lieut. J. M. McAdams, editor of the *Sarnia Canadian*, has been active in the recruiting of Lambton troops.

The amalgamation of the printing businesses of Barrie *Examiner* and Barrie *Saturday Morning* is announced. The *Examiner* has moved into the *Saturday Morning* premises, and for a time both papers will be issued. The *Advance*, which has been published regularly for over 60 years, is the oldest paper published in Barrie, and the oldest published north of Toronto. The *Advance* was established in 1852, it being the successor to the *Magnet*, which was established by the late Thos. Fox Davies in 1847. The *Herald*, which was later called *The Spirit of The Age*, was published from 1853, but ceased publication in 1862, after a rather strenuous career. The *Examiner* was established in 1864 by William Manley Richardson, and has since been published by A. F. Hunter, M.A., and J. A. MacLaren. Mann and Richardson established the *Northern Gazette* in 1868 and soon afterward it became the property of Nathaniel King, and later has been published by N. W. E. King, Wilkes & Crew, and A. P. Wilkes. The *Saturday Morning* was established by Walls Bros. some seven years ago.

MANITOBA.

Winnipeg Women's Press Club will publish a Christmas Magazine during December, the profits to go to local patriotic funds.

Dauphin *Press* has again changed hands, the present owners disposing of the paper to J. W. Nichol, of Gilbert Plains. Mr. Mohr, Mr. Nichol's son-in-law will manage the business.

N. S. McLean, one of the publishers of *Transcona Times*, has returned from two months' vacation spent in the Old Country, the greater part of the time in Glasgow and Eastern Scotland.

Winnipeg Advertising Club met Monday, November 2, to organize for the coming season. There was a very representative gathering, presided over by Geo. H. Saults, vice-president. The club decided to abandon, for the present, the use of the club rooms on Albert Street, and a committee was appointed to advance the educational programme in connection with the Y.M.C.A. work.

SASKATCHEWAN.

Craik *News* issued a special edition, replete with illustrations. N. R. Macdonald is now editor and manager of *Kerrobert Citizen*.

A. W. Snider has leased the plant of the News Publishing Co., Swift Current.

Arthur Vigurs has succeeded the Herald Pub. Co., as publisher of *Herbert Herald*.

Mr. Villiers, lately in the employ of the Merchants Bank at Arcola, is starting a weekly paper at Kisby.

J. V. Comstock, late owner of *Radville News*, has established a new paper at Aneroid. He has christened it the *Magnet*.

E. J. McMillan, formerly editor of *Moose Jaw News*, has been granted a patent for a look-out mask for locomotives and mail cars.

Medicine Hat *Times* has moved into the premises recently occupied by the defunct *Daily Call*. The sanitation and lighting arrangements are a vast improvement over the old home of the *Times*.

Thos. B. Smith, of Langham, has leased the *Weekly News* at Langham from Frank S. Rouleau. The change in lessees was rendered necessary by the sudden death of Leonard North, the late publisher.

Moose Jaw *News* has moved from its former home on High street east to more commodious premises on River street west. The *News* now has considerably more room and better light than in the old home.

The *Saskatchewan Monthly*, the official organ of the Anglican church in Saskatchewan, has changed the place of publication from Saskatoon to Rosthern. The Rouleau Printing Co. have charge of the mechanical work.

A correspondent at Rosthern writes: Job printing in the country districts is rather quiet at the present time, as is also advertising, but with the approach of the Christmas season and the times for municipal elections things are brightening up.

A meeting of the shareholders of the Phoenix Publishing Co., Limited, the newly formed company that has taken over Saskatoon *Phoenix*, was held recently at which the following board of directors was elected:—Hon. W. C. Sutherland, T. A. Lynd and T. K. McCallum, Saskatoon; R. Roome, Dundurn, and A. Pickle, North Battleford. At a directors' meeting Hon. W. C. Sutherland was elected president; R. Roome, vice-president; T. A. Lynd, secretary, and T. K. McCallum, managing director. Mr. McCallum has been local manager of the Royal Bank and was for several years manager in Saskatoon of the Traders Bank prior to the amalgamation of the two institutions. He will sever his connection with the bank as soon as he can be relieved, and will in future devote his whole time to the business of the newspaper. Hon. Mr. Sutherland is member of the provincial legislature, representing Saskatoon County. Mr. Lynd is senior partner in a Saskatoon law firm.

ALBERTA.

Lethbridge *Herald* conducted a series of football competitions, offering cash prizes.

Lethbridge *Herald* conducted a campaign for the relief of the stricken Belgians, with the result that a carload of flour and a carload of clothing were sent.

The annual meeting of Calgary Ad. Club was held on Wednesday evening, November 4. The club was formed a year ago with 35 members and now has 162. Officers were elected for the ensuing year.

The chief item of interest in publishing circles in Central Alberta at present is whether the newspapers will stay together long enough to raise their subscription price to \$1.50 per year. Statistics show that publishers in Alberta are paying more for raw material and getting less for subscriptions than in other parts of Canada, and the question is thus becoming an acute one. Papers which will raise the price in the near future are *Hanna Herald*, *Castor Advance*, *Stettler Independent*, *Lacombe Globe* and *Delburne Progress*, but the movement to be permanently successful, ought to include all the papers published in Central Alberta.

BRITISH COLUMBIA.

Victoria *Times* published a special Victoria edition Nov. 20.

G. R. T. Sawle has severed his connection with Prince Rupert *Daily News*, and has returned to Eastern Canada.

Ex-Mayor L. D. Taylor, editor of *Vancouver World*, has announced himself a candidate for the mayoralty at the January election.

Kelowna *Courier* has installed a 5 h.p. electric motor, replacing a kerosene engine, which will now be kept in reserve for emergency use.

At the initial smoker of the Vancouver Press Club for the winter season Charley Burns, lightweight champion boxer, was the headliner in an all-star boxing program, with musical numbers interspersed.

G. W. Armstrong has sold *Salmon Arm Observer* to William and Ronald Fraser. The former, with his brother Harry, founded the paper seven years ago. Mr. Armstrong has been proprietor for the past six years.

Vancouver German Press, which was suppressed by the authorities because it published seditious anti-British articles, has been re-established at Seattle, and is now known as the *Seattle German Press*. It is said that Dr. Weiss, the editor of the publication, moved the paper to Seattle at the solicitation of prominent German residents of that city.

W. Garland Foster, formerly editor and manager of *Nelson Daily News*, was presented by the staff of the paper with a pair of field glasses upon his departure with the Kootenay-Boundary contingent of the second Canadian overseas expeditionary force for Victoria en route to the front. When the presentation was made the regret of the staff that Mr. Foster should be leaving and its appreciation of what he had done to build up the paper was expressed. In his reply Mr. Foster stated that it was with reluctance that he was leaving Kootenay and the Boundary, and above all the paper, its associations and the staff.

In accepting the resignation of W. Garland Foster, late manager of *Nelson News*, who is leaving for the front, the directors of the News Publishing Company, paid him the following tribute: "The Directors wish to place on record their high appreciation of Mr. Foster personally and as a journalist and for the excellent work he has done on *The Daily News* in establishing the high standard and good reputation the paper now enjoys. The Directors

further wish to express their hope that Mr. Foster will enjoy every success in his future work and particularly in connection with the Second Contingent from Canada in the European war and that he may have a safe return therefrom."

Hon. Wm. Templeman, former Minister of Mines and Inland Revenue in the Dominion Government, and proprietor of *Victoria Times*, died November 18. Hon. William Templeman was of Scottish parentage, born at Pakenham, Ont., September 18, 1844. He founded *Almonte Gazette*, in 1867. He moved to Victoria in 1884, and became connected with *Victoria Times*, the first Liberal paper established in British Columbia, afterwards becoming its editor and proprietor. He was elected President of the first Liberal Association formed in British Columbia, in 1897. On three occasions he contested the Victoria seat in the House of Commons, but unsuccessfully. In November, 1897, he was called to the Senate by Lord Aberdeen, in which body he remained until 1906, when he was elected to the House of Commons for Victoria, and, though defeated at the general election in 1908, being returned in 1909 for Comox-Atlin in a bye-election, sat in that Chamber till the general election of September, 1911, when he shared in the sweeping Liberal defeat. Mr. Templeman was a member of the Laurier Administration from 1902 till 1911, first without Portfolio, then as Minister of Inland Revenue in 1906, and as Minister of Mines in 1907, being the first to hold the latter portfolio. He took a deep interest in the mining industry and workers in his Province. He also was much interested in the lobster industry in the Pacific waters. In 1909 he was appointed a member of the Royal Conservation Commission. In religion he was a Presbyterian.



Trade Notes

DEATH OF SENIOR LINOTYPE SALESMAN.

DEEP regret is felt generally at the passing of Frederick A. Slate, representative of the Mergenthaler Linotype Company in New York City and Philadelphia, whose death occurred on Thursday, November 5, after an illness of several weeks. Mr. Slate was the Linotype Co.'s senior salesman, having been connected with the New York Sales Department since 1899. He was a man of sterling character, of fine qualities, and with a faculty for making friends which few possess. Among the Linotype customers and throughout the trade generally, Mr. Slate will be greatly missed, and it will be difficult to fill his place on the road.

LINOTYPE COMPANY HAD A BIG YEAR.

ACCORDING to the reports of the officers of the Mergenthaler Linotype Company presented to the stockholders at their annual meeting, the net gain for the year from all sources was \$2,547,849. Besides this very satisfactory report some interesting facts about the Linotype business were brought out, among them that

"Directly and through its affiliated foreign companies and agencies the Mergenthaler Linotype Company manufactures in four countries, and does business throughout the world.

"In its numerous forms, designed to meet different conditions and demands, the Linotype is used in every civilized country and for every class of printing from the reading matter, display heads and miscellaneous advertising matter of newspapers through the range of job printing, the field of high-class periodicals, and the book field from the cheapest popular editions to the most artistic and costly editions de luxe.

"For small offices, and printers of limited capital, efficient machines are furnished at low prices; for offices demanding mixed and complicated composition multiple magazine machines carrying at one time faces in great variety and in many sizes are provided; and there are machines in all the intermediate grades.

"Within the past two years the remodeling of old machines has become an important branch of the business. During the year many of the most important offices in the country have replaced their old machines by those of later designs; and for other offices machines have been rebuilt and modernized.

"The so-called multiple Linotype, an important step in the art originated and steadily advanced by the Mergenthaler Company, continues to grow in favor.

"The development of new and improved machines to meet new demands and enlarge the field of mechanical composition has been continued in a department devoted exclusively to this subject."

DEATH OF FREDERICK LLEWELLYN GOSS.

THE printing world lost one of its most prominent men last week, when death claimed Frederick L. Goss, vice-president of the Goss Printing Press Company, of Chicago. Mr. Goss had been in ill-health for the past year, and had not taken an active part in the business during that time. The largest newspaper offices in this country and England will long remember the remarkable ability of this man. He was successful because of years of strenuous work and the power of his wonderful personality, coupled with a thoroughly practical knowledge of his business.

Mr. Goss's main forte lay in his ability as a salesman of the highest order. Throughout his entire connection with the Goss Printing Press Company he acted in the capacity of manager of the sales and contracting department. It was through his

untiring efforts that the Goss press is so extensively used, not only in the States, but in England and the Continent. The European business, in fact, became so large that the Goss Printing Press Company of England, Limited, was organized some years ago, and Mr. Goss was very active in this work.

Frederick L. Goss was born in Newport, Wales, July 6th, 1847, and came to Chicago when a young man. He very early showed a marked aptitude for the printing trades, and learned typesetting and press work. For years he was with the J. M. W. Jones Printing Company, where he acted as superintendent until the fire of 1871. In 1873 he went into the printing business for himself.

Mr. Goss, with his practical knowledge, coupled with the inventive ability of his brother, S. G. Goss, and the executive experience of Jacob J. Walser, organized the Goss Printing Press Company, in 1885.

It was the Goss Company that developed the press which marked the final step in the evolution of power printing. Many improvements in detail have since been made, but they have all been along the lines of the basic principles laid down by the Goss Company.

When Jacob J. Walser, president of the company, died in October, 1913, Mr. Fred Goss filled the vacancy for the rest of the year, but then retired owing to ill-health.

Mr. Goss is survived by his widow, who was Miss Jennie Foster, of London, whom he took as his second wife in 1909. One son, Frederick L. Goss, Jr., and three daughters, Mrs. Nellie N. Herbel, Mrs. Grace G. Tuttle, and Mrs. Josephine I. Lueders, also survive.

There also are three brothers, Samuel G. Goss, the president of the Goss Printing Press Company; A. E. Goss, of Chicago, and Joseph Goss, of Atlantic, Iowa, and one sister, Mrs. Joseph Wilkinson, of Los Angeles, Cal.



News of Printers' Organizations

NEWS OF TORONTO BOARD.

TRADE conditions are a little steadier and there is a greater inquiry, but collections are still slow. The outlook for the balance of the year is gradual betterment as the printer will soon begin to feel the benefit of the large orders that are being placed by the government and the steadier conditions of finance.

The educational classes of the Graphic Art Board of Trade are being held twice a week and the students show great interest in the work.

In the near future it is proposed to do some missionary work among the smaller and medium sized houses in the way of assisting cost installation for after all the cost system is the basis of all work for efficiency and improvement in conditions. Without a cost system it is hard to convince a printer that he is not getting what he is entitled to.

DANIEL BAKER, *Manager*.

U. T. A. TO MEET IN LOS ANGELES NEXT YEAR.

THE NEXT convention of the United Typothetae and Franklin Clubs of America will be held at Los Angeles. This decision was reached at a meeting of the Executive Council held at the headquarters of the organization on November 9 and 10, this being the first meeting under the new administration.

Committees were appointed, the respective chairmen of which are as follows: Trade Matters, E. Lawrence Fell, Philadelphia; Organization, R. P. Purse, Chattanooga, Tenn.; Credits, A. J. Brower, New York; Legislation, J. Clyde Oswald, New York; Price List, O. A. Koss, Chicago; Auditing, John M. Cooper, Atlanta; Apprentices, Henry P. Porter, Boston; Cost Commission, J. A. Morgan, Chicago; Board of Arbitration, W. A. MacCalla, Philadelphia; Special Committee on Standard Accounting, A. M. Glossbrenner, Indianapolis; Long Price List Committee, E. Lawrence Fell, Philadelphia; Cultivating Good Will Among Employees, John S. Watson, Jersey City.

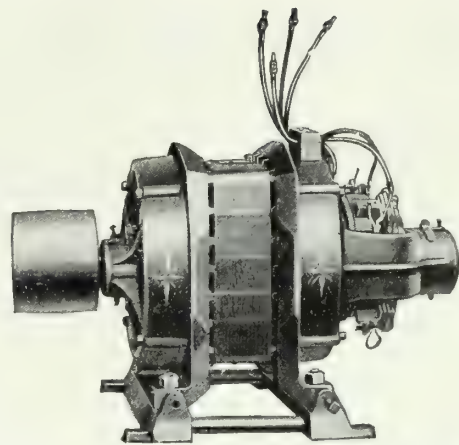
George H. Saults, of Saults & Pollard, Limited, Winnipeg, was appointed a member of the Auditing Committee.

SCHOOL BOARD CO-OPERATING IN ESTIMATING CLASSES.

THE Estimating Classes formerly conducted by the Winnipeg Printers' Board of Trade have been taken up by the Winnipeg School Board, and at the present time there are two classes a week being taught by the manager of the Winnipeg Printers' Board of Trade at the Kelvin Technical High School. Attendance at these two classes is from the printing department of the school and from workmen, salesmen, solicitors, etc., working in the printing business.

A good turn out of the Master Printers' Guild of Hamilton, was held on October 15 at the New Commercial Hotel. This was the first meeting of the season after suspending for the summer months.

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TRADE NOTES

RECENT MONOTYPE INSTALLATIONS.

The Lanston Monotype Co., whose head office is situated in the Lumsden Building, Toronto, report the following recent installations in Canadian plants:

The Simmons Printing Co., Ottawa, have installed one Standard Monotype Equipment. Winnipeg *Saturday Post* has installed two Standard Monotype Equipments and the Norwood Press, Winnipeg, has installed one Standard Monotype Equipment. The Esdale Press, Edmonton, Herald-Western Ltd., Calgary, and the German Printing & Pub. Co., Berlin, Ont. (*News-Record*), have each increased their original Monotype installations by adding Standard Equipments, and Welland *Tribune* has added one extra Standard Equipment with an extra Style D Keyboard. The following printers are installing the Monotype Continuous Lead and Rule Mold: *Telegraph, Le Soleil, Quebec; Herald, Gazette, Star, and Southam Press, Montreal; Mortimer Company Limited, Ottawa; Sauls & Pollard and Farmer's Advocate, Winnipeg, and Welland Tribune.*



NEW MANAGER FOR OSWEGO AT NEW YORK.

Frederick A. Brower will hereafter represent Oswego Machine Works as New York manager, with headquarters at present in the Singer Building, 149 Broadway.

Mr. Brower has had many years' experience, largely with Van Allens & Boughton as the selling agents of the Huber-Hodgman Printing Presses, later as the New York manager of that Company, and still later with the Miehle Printing Press Co., when it bought all of the property and interests of the Huber-Hodgman Co.



A FEW RECENT LINOTYPE INSTALLATIONS.

AMONG the Canadian printing and publishing plants to install linotypes recently are the following: Halifax (N.S.) *Chronicle*, Models 8 and 5; Sherbrooke (Que.) *Tribune*, Model 4; Canada Printing Co., Maisonneuve, Que., Model 8; Ottawa *Free Press*, Model 8; Ottawa *Le Temps*, Model 4; Patison Printing Co., Ottawa, Model 5; Cochrane (Ont.) *Northland Post*, Model 15; St. Marys (Ont.) *Journal*, Model 5; Hugh C. MacLean Publishing Co., Toronto, Model 5; Public Press, Limited, Winnipeg, Model 9; Winnipeg *Canada Weekly*, Model K; Black Diamond Press, Calgary, Model 5.

BARBER-ELLIS, LIMITED, LOST CARGO OF PAPER.

BARBER-ELLIS Limited, recently suffered a direct loss as a result of the war. The firm had purchased a cargo of paper from Swedish makers, and this had been shipped to Antwerp on a small boat and there unloaded on the docks to be transhipped to England, thence to Canada. While the paper was still on the docks at Antwerp the city was captured by the Germans and it is believed the paper was dumped into the water. It was not insured, no company caring to take the risk.



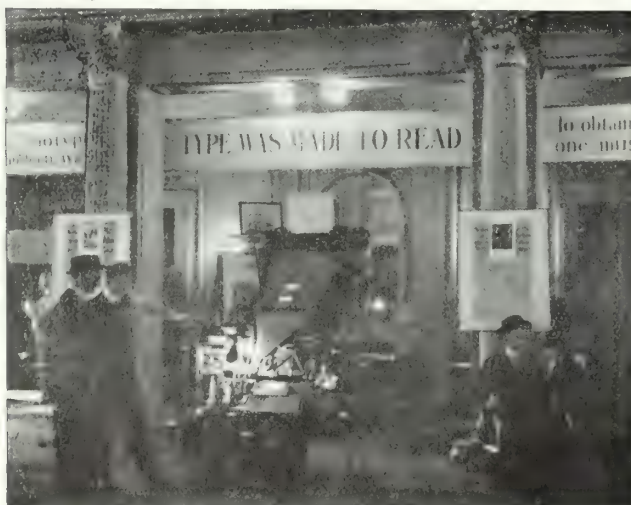
ATTRACTIVE EXHIBIT OF MULTIPLE LINOTYPES AT TYPOTHETAE CONVENTION.

DURING the convention of the United Typothetae and Franklin Clubs of America, held at the Waldorf-Astoria Hotel, New York, Oct. 6 to 9, the Mergenthaler Linotype Company had several of their most popular models of linotypes on exhibition in the Myrtle Room of the hotel. The machines exhibited were the model 4 (double magazine); rebuilt model 5; model 8 (three magazines); model 9, (four magazines); and the new model 14, which in addition to having three magazines, like the model 8 linotype, has an auxiliary magazine for handling extra wide caps and advertising figures, cap lines for special requirements, accents, odd characters, etc. As useful composing room aids, a Miller Saw-Trimmer and Thompson Type Caster were included in the exhibit.

It was gratifying to the members of the Mergenthaler Linotype Company, who had the demonstration in charge, to meet the large number of master printers and others from all parts of the country, who came to the Myrtle Room to watch the machines in practical operation. At times the spacious apartment was filled almost to capacity with interested visitors who wished to acquaint themselves with the latest in composing machinery.

The models 8, 9 and 14, attracted special attention by reason of their remarkable adaptability to all classes of typography. Specimens of work produced on these multiple magazine marvels easily proved to visitors that the composition was of the highest quality, suitable for the finest grades of printing.

Such a favorable impression did the Linotype exhibit make upon the visiting printers that many master printers after close study of linotype quality, economy and flexibility, expressed their intention of installing multiple magazine linotypes during this fall and winter.



Two views of the Mergenthaler Linotype exhibit at the Waldorf Astoria. The new Model 14 machine is on the extreme right.

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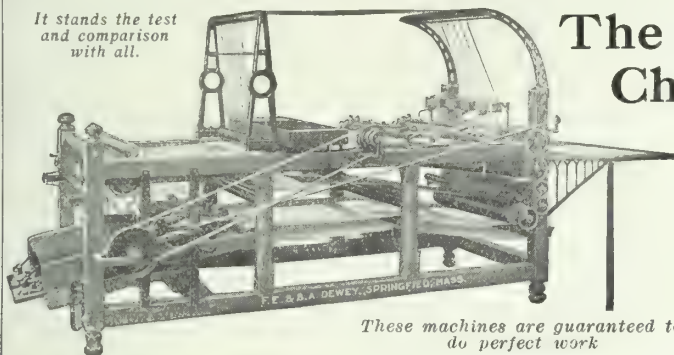
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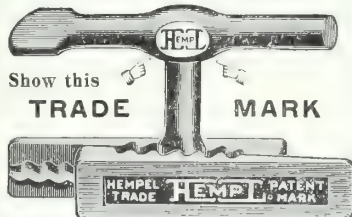
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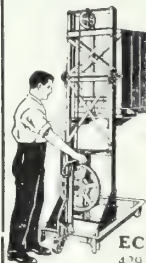
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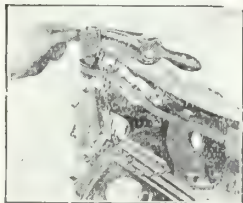
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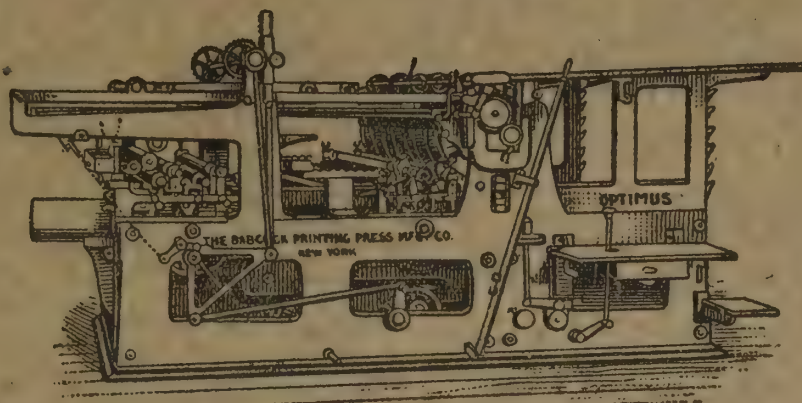
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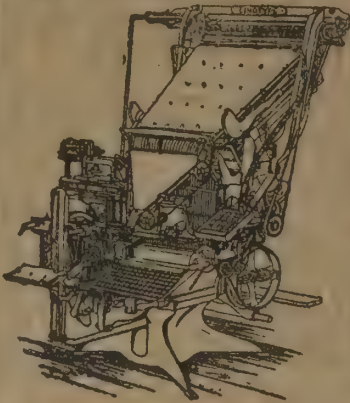
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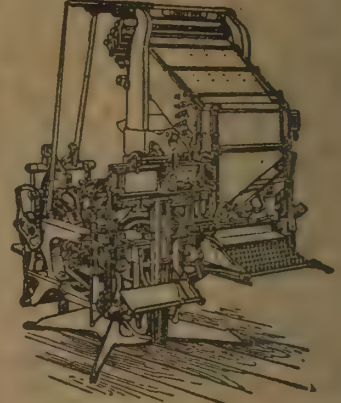
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